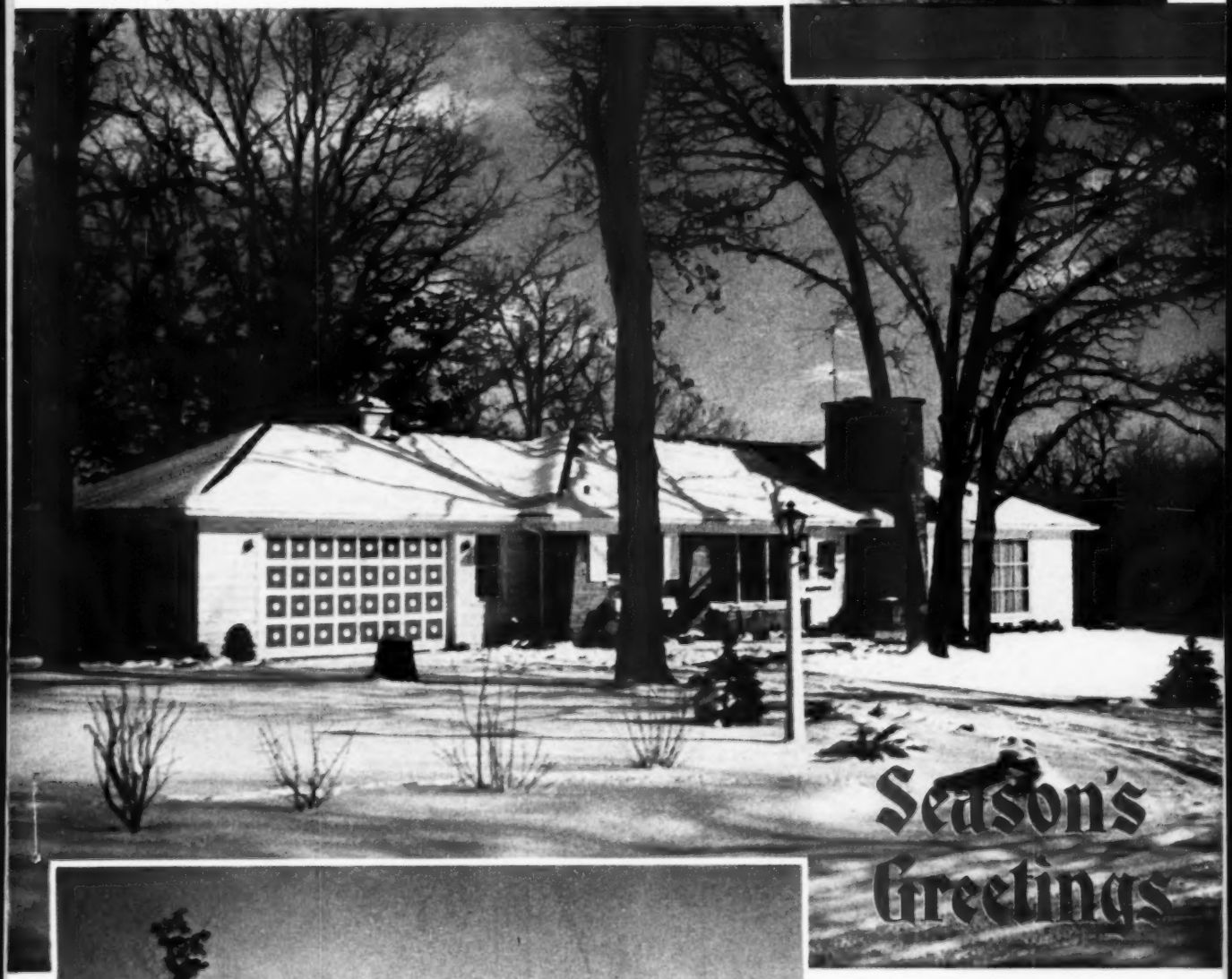
AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

DECEMBER 1953
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Season's Greetings



▲ Front Cover House – Page 42

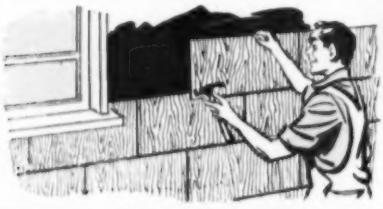
NATIONAL HOME WEEK
NATIONAL HOME MONTH
Houses – Visitors – Sales
A Complete Roundup
Starts on Page 44

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This handsome six-light Fenestra WindoWall will bring light and view to the dinner table. This window is glazed with Thermopane.



Here's the beautiful nine-light Fenestra WindoWall in the living room. It's glazed also with Thermopane. Note the ventilator and Fenestra Metal Screen.

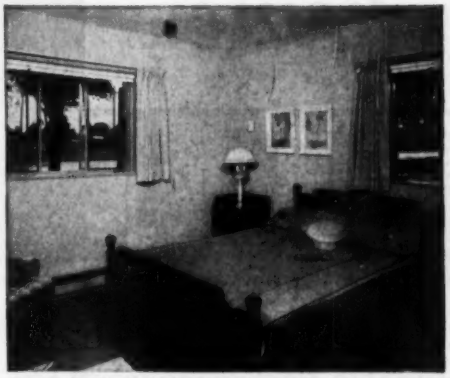
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Here, fresh air is brought into the bedroom and controlled by the swing leaves of modern Fenestra Ready-Trimmed Casement Windows.



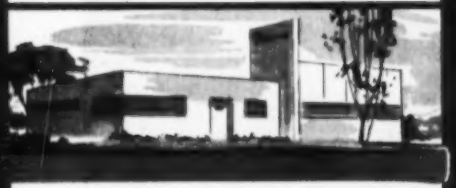
This is G. H. Pastor Company's beautiful "Valley View Rambler" model in Valley View Subdivision, Detroit, Michigan. Priced at $14,500.

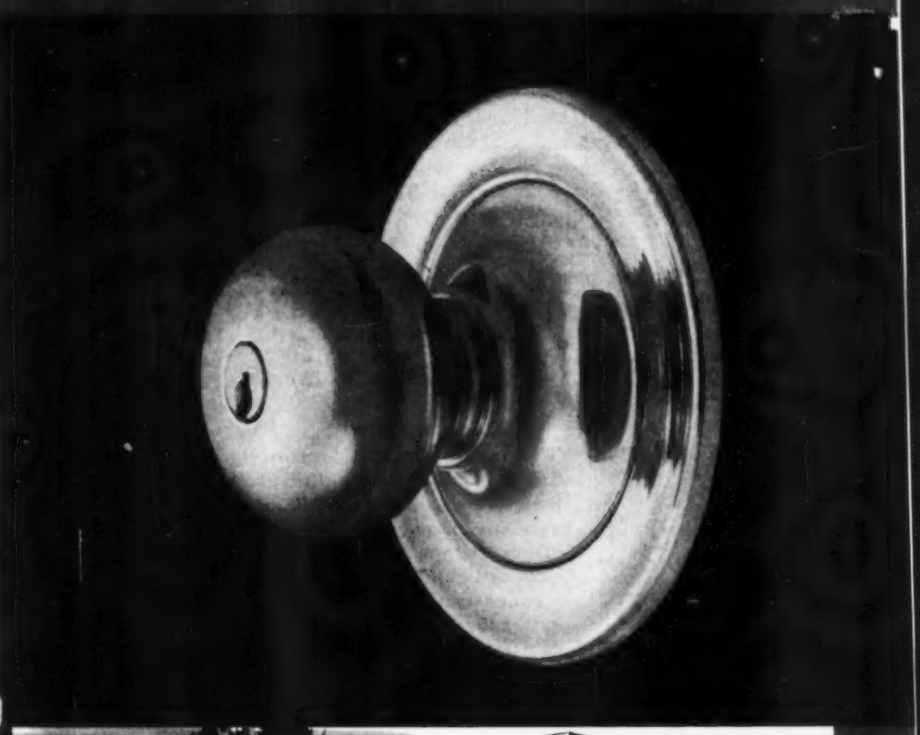
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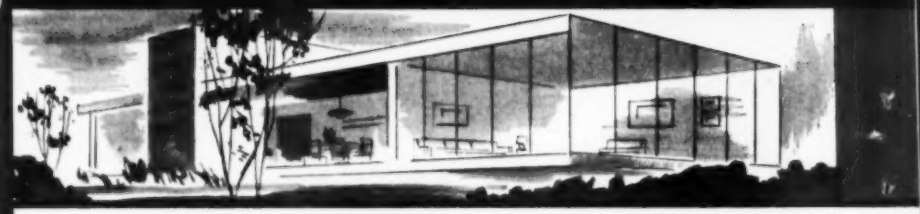
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Dependable Performance
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kwikset LOCKSETS 600" LINE

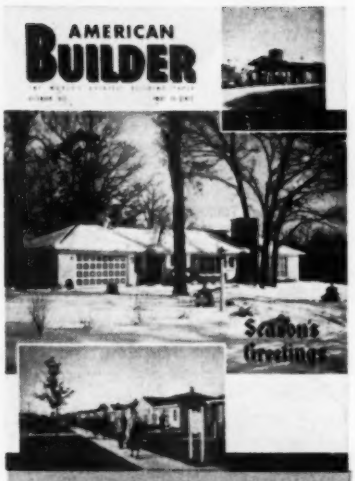
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THE NEW "600" LINE WILL BE SOLD UNDER THE SAME UNPARALLELED SALES POLICY AS THE KWIKSET "400" LINE



ON THE COVER—The Christmas-card house (at Barrington, Illinois) is not only very pleasing to look at in its snow-bound setting, but if you will kindly turn to p. 42 you will see that it is also a "working" house with an important secret to impart.

During September, long queues of interested visitors lined up to inspect model houses presented from Maine to California, from Florida to the state of Washington. It was National Home Month (and Week), the year's greatest Open House celebration. Builders everywhere showed their best, and the buying public responded with enthusiasm. Our record of what happened during National Home Month includes not only vital statistics (pp. 44-45) but a portfolio of some of the houses that have proved their sales leadership in today's market.

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Who will handle the SLUM JOB?

ALMOST from the inception of NAHB, committees of the association have been discussing the twin problems of arresting decay and rehabilitating slums. For various and good reasons, however, these discussions were still largely talk (excepting only the now famous Baltimore plan) until past president Brockbank campaigned for action.

Finally, G. Yates Cook of Baltimore plan fame was added to the association staff to head an action program. Surmounting almost impossible obstacles, and with the invaluable aid of Ivan Foley and other lumber dealers of New Orleans, Cook, with the help of Clifford Favrot, acting as a public-spirited citizen, made a start by rehabilitating a pilot block in the Crescent City.

The lessons learned are numerous and mostly positive. They prove that in spite of inadequate legislation, lack of proper organization in city government to meet the problem, and public apathy, slum rehabilitation is morally, socially, economically and politically possible and desirable. But, one great problem arises. That problem is *where to get the directional forces to multiply the pilot block by hundreds in New Orleans, and by hundreds of thousands throughout the land!*

It remained for NAHB, composed almost entirely of builders of new houses, to meet the problem and set a pattern for its solution. For that the association cannot be given too much credit. But, can the principal membership of NAHB, as at present constituted, implement the program on a broad national basis?

Home builders are geared to build new houses. Their operation, personnel, overhead, training, experience and thinking are aimed at the construction of new houses, and not, with only a few exceptions, at the sometimes disagreeable, often hazardous, and generally less dramatic business of repairing and remodeling. Asking a home builder to think in terms of small repair and rehabilitation jobs is like asking the production superintendent of General Motors to take over the maintenance and repair of automobiles, and the restoration of smashed ones while continuing to turn out new cars.

To do the slum job this industry needs a vocal and aggressive "service station" branch, the sole function of which should be to maintain, modernize and rehabilitate. It may be argued that that is already one of the functions of the retail lumber dealer, who lives close to his building trades craftsmen customers. Perhaps, then, it is the business of the retailer to step up his selling to handle both the problems of arresting decay and rehabilitating run-down properties.

Or, is it up to each NAHB chapter to promote modernizing and rehabilitation departments among its builder members, and to set up a separate division in each association to encourage a new type of member specializing in that kind of work? Rehabilitation is being sold with zeal to the public and to municipal governments. To date, no branch of the industry has indicated that it is ready, willing and able to handle the job. Who is going to do it?

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TRENDS in the Building Field

further rise in costs during 1953

DWELLING UNITS STARTED There was an eight per cent decrease in the number of dwelling units started in September, as compared with a year ago, according to the Bureau of Labor Statistics. Shortage of mortgage money is undoubtedly responsible. However, a larger supply of funds is becoming available.

In September, a total of 92,000 non-farm dwelling units were started as compared with 100,600 a year ago. Starts for the year to date were 863,400—only slightly under the 867,100 a year ago. It is estimated that 1,100,000 non-farm dwelling units will be started this year, a slight decrease from last year.

Forecasts for 1954 anticipate an equal or possibly greater volume of residential construction, provided an adequate supply of mortgage money actually develops.

DOLLAR VOLUME OF CONSTRUCTION Expenditures for construction this year are expected to reach $35 billion, exceeding last year's record by six per cent, or $2 billion, according to joint estimates of the Department of Commerce and the Bureau of Labor Statistics.

The continuation of the steady postwar climb in construction activity through 1953 is a result primarily of a sharp rise in commercial building, and substantial increases in expenditures for private housing, schools and highway work. The only major types of construction for which expenditures are expected to decline are private industrial construction, and farm and hospital building.

The sharpest upturn in private activity this year will occur in commercial building, for which outlays will increase about 45 per cent to a peak of $1.7 billion. The physical volume of commercial construction, however, was greater during the prosperous 1920's. A lesser number of large office buildings, hotels and apartment buildings are being built than in the 1920's.

A third of all new construction activity and half the outlays for private work will be for residential building ($11.7 billion). The five per cent increase over 1952 in expenditures for new building units will occur in spite of a small decline in units started. This results from higher prices and the unseasonally large number of dwellings begun during the latter part of last year. These were still under construction early in 1953.

PRICE CHANGES There has been little or no change in the price of lumber since last year. Lumber accounts for one-half the cost of materials of the average new house. The price of brick, however, has advanced two per cent and cement six per cent. There have been minor changes in the prices of paint and plumbing and heating equipment.

LABOR COSTS Average hourly earnings of construction labor have advanced five per cent over a year ago. Average weekly earnings of building construction labor in July, the latest available data from the Department of Commerce, were $91.51, compared with $83.17 a year ago.

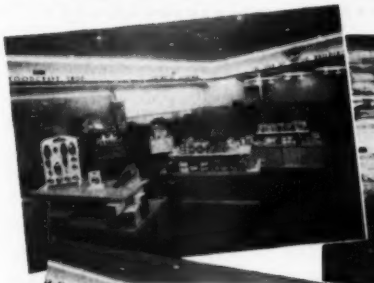
CONSTRUCTION COST INDEXES As a result of increases in material and labor costs, the construction cost indexes of residences are up two per cent; apartments, hotels and office buildings up three per cent; and commercial and factory buildings up four per cent. The construction cost index, based on 1947–1949 as one hundred is now 122 for residences, 127 for apartments, hotels and office buildings, and 128 for commercial and factory buildings.

HOW'S BUSINESS?
Percent Change Compared With Last Year

Dwelling Units Started	Percent Up	Percent Down
Month of September		−7%
January through September	N.C.	
Dollar Volume of Construction		
Private Construction		
Dwelling Units	+ 5%	
Residential Alterations	+ 5%	
Industrial		−7%
Commercial	+45%	
Other Non-Res. Bldg.	+ 3%	
Farm Construction		−8%
Public Construction	+ 6%	
Total Construction	+ 6%	
Price Changes		
Building Brick	+ 2%	
Cement	+ 6%	
Lumber	N.C.	
Paint	+ 1%	
Heating Equipm't.	+ 1%	
Labor Costs Average Hourly Earnings of Construction Labor	+ 5%	
Construction Cost Indexes		
Residences	+ 2%	
Apartment Hotels and Office Buildings	+ 3%	
Commercial and Factory Buildings	+ 4%	

N.C. = No Change

Modern Materials Merchandising

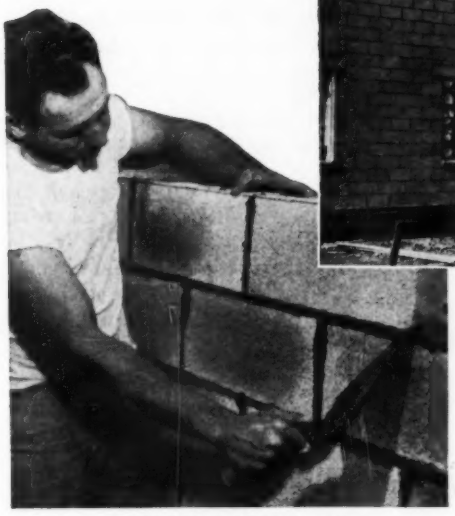






in a Lone Star Masonry Frame





R. L. SWEET LUMBER COMPANY
Central Yard, Wyandotte County, Kansas City, Kansas
Architect: **RALPH E. KIENE, Jr.**; Kansas City, Mo.
Contractor:
WILLIAM S. RAWLINGS CONSTRUCTION COMPANY
Kansas City, Mo.
Ready-M x Lone Star Concrete:
READY MIXED CONCRETE COMPANY, Kansas City, Mo.

● With product displays as attractive as any department store, the new salesroom, office and warehouse of R. L. Sweet Lumber Company, Kansas City, Kansas, illustrates the trend toward incorporating merchandising know-how into sound design and sturdy, fire-safe construction.

By way of practicing what they preach eye-pleasing masonry walls are laid up with Lone Star Masonry Cement... choice of masons everywhere, for quality work with efficient job speed:

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QUALITY WORK: Low absorption high water repellency and chemical soundness assure joints of utmost durability.

"Best mortar I ever used!" is the way Masons sum it up. The mortar that earns and holds friends through quality performance.



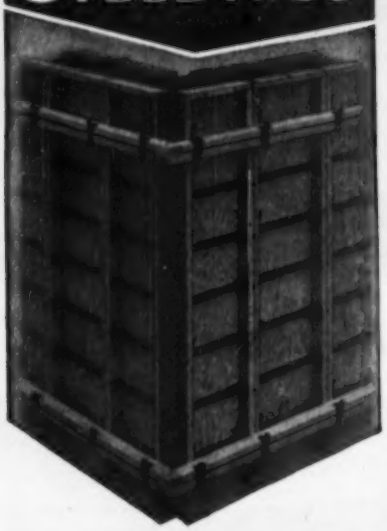
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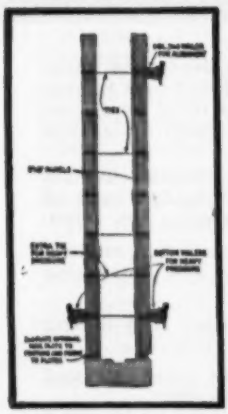
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ON and OFF the RECORD

TOM POORE, well known Tulsa home builder, came up with a suggestion which we believe deserves serious consideration by government and builders.

TOM CALLS ATTENTION to the fact that the laws and regulations under which local FHA and VA offices have to work leave room for a great deal of interpretation. Very often, too, there is need for applying the spirit of a regulation rather than the letter.

FHA AND VA personnel in the local offices often would like to interpret on a basis of what their good judgment and firsthand knowledge of local conditions and needs dictate.

ON THE OTHER HAND, it has been rumored that at times some of them have been under pressure from holders of elective offices in the cities and states in which they are located.

THE NET RESULT is that the only safe procedure for these FHA and VA offices, as far as the preservation of their own jobs is concerned, is to "go by the book," and in case of doubt, play safe.

SAYS TOM POORE, what these people need is a buffer between them and the people outside their own organizations who are apt to make their lives miserable or take their jobs away if they guess wrong.

THAT BUFFER, suggests the Tulsa builder, should be a local committee of builders, architects, distributors, engineers, civic-minded laymen, labor leaders, leaders of veterans' organizations, financing agencies, and possibly others.

THE COMMITTEE should be selected carefully from individuals recommended by local people of stature, and then it should be endorsed by both Guy Hollyday and Bert King.

FUNCTION of the committee would be purely advisory.

AFTER ALL, says Poore, there is nothing new in the idea. It sets no precedent. President Eisenhower has such a committee in connection with housing problems at the national level. The arrangement seems to be working well. Why should it not work equally well at the local levels?

WHY CAN'T it change some of the negative thinking enforced on the local FHA and VA offices to a positive approach?

WELL, WHAT DO YOU think? Both Tom Poore and *American Builder* would like to hear some reactions.

ONE OF THE IRONIES of slums, says Ivan Foley, New Orleans lumber dealer, is that the city and parish jail in New Orleans represent some of the best and most modern housing in the city.

HIGHLY POLISHED asphalt tile floors, 34 different colors of paint, ice water in every tier, attic fans in every tier, an air-conditioned chapel in which the walls are draped to hide the bars, and spotless housekeeping.

IT'S A MODEL of good housing and immaculate housekeeping, says Foley.

WHAT'S THE LESSON from this? Impose a jail sentence on all slum dwellers to teach them how to live cleanly?

OR SHALL WE FIND a way to just teach slum dwellers some of the lessons their incarcerated contemporaries are forced to learn while guests of the law? If it can be done in jail it can be done outside of jail.

SAYS A CALIFORNIA builder, "Get rid of the flat tops in hilly country. They don't fit, don't sell." Anybody want to quarrel with that?

HERE'S AN IDEA to cut costs, keep the buyer happy, and avoid delays in the installation of electric lighting fixtures.

THE BUILDER installs the fixtures he wants in the house, without consulting the buyer. At the time of sale he tells the buyer that if, after 30 days, said buyer wants them changed, the change will be made.

THEY VERY SELDOM ask for any change, says the builder. He holds prices down, speeds up the work.

BOARDED ILLINOIS CENTRAL'S famed Panama Limited recently, and found a card at the table in the dining car.

ONE SIDE OF the card carried this message: "No nation has ever endured and become truly great which did not accept God as the Creative Genius of all good things which man enjoys." Wayne A. Johnston, President.

THE OTHER SIDE carried three short prayers of thanksgiving, appropriate as pre-meal expressions of faith. One was by a Catholic bishop, one by a Methodist minister, and the third by a Jewish Rabbi.

THE CARD INSPIRED a letter of thanks and appreciation to Mr. Johnston, and did not mention public relations.

BUT WHAT COULD be devised more perfectly to give a soul and a personality to a railroad?

ONE OF THE PRAYERS struck home with special impact and inspiration, because its writer knew that it would be read by travelers whose hearts are always home. Here it is:

HEAVENLY FATHER, guard Thou my dear ones at home and accept my humble thanks for this food and all the blessings of this bountiful land. Amen.

REPORTS FROM National Home Week and National Home Month centers state that in many cases demonstration houses attracted visitors from as far as 350 miles away.

THIS INDICATES two things: The first is that newspaper promotion of the event draws visitors from the outer edge of the newspaper circulation radius.

THE OTHER is that there is a great desire on the part of the public

(Continued on page 12)

Most people know where to find the tallest building in the world . . . *but*

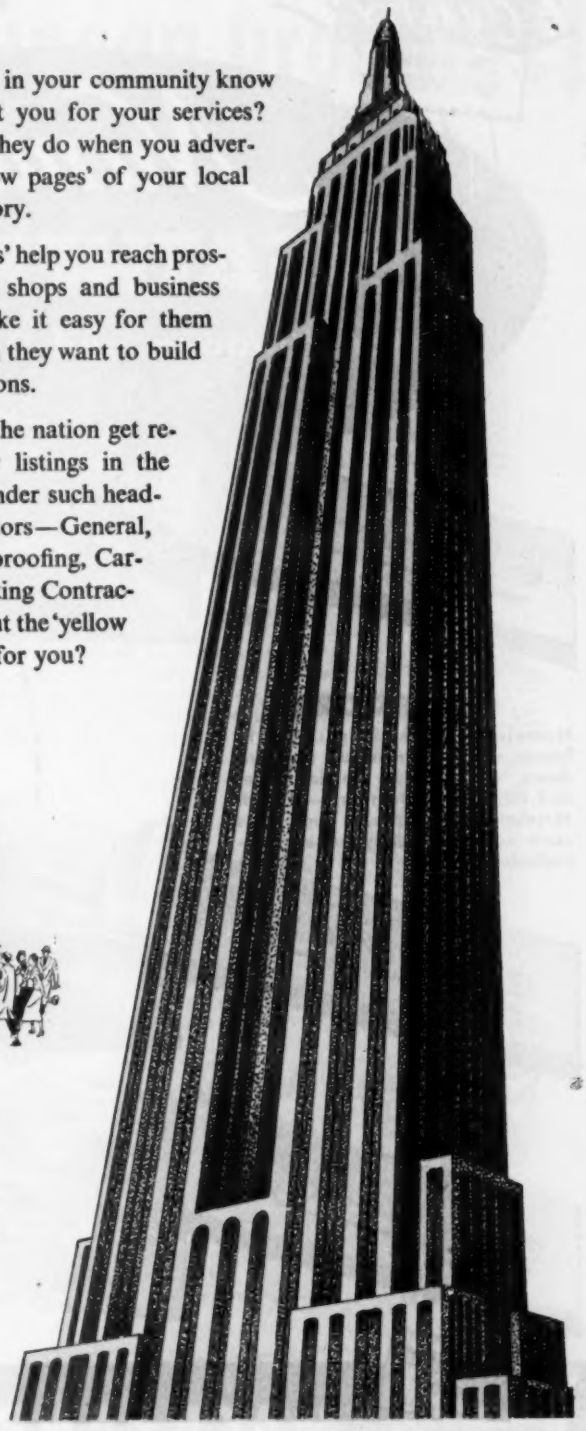
do all the people in your community know where to contact you for your services? You make sure they do when you advertise in the 'yellow pages' of your local telephone directory.

The 'yellow pages' help you reach prospects in homes, shops and business offices. You make it easy for them to find you when they want to build or make alterations.

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BUYING GUIDE
FOR OVER 60 YEARS



For further information, call the Classified Directory Representative at your local telephone business office



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Numetal WEATHER STRIP

for Windows and Doors

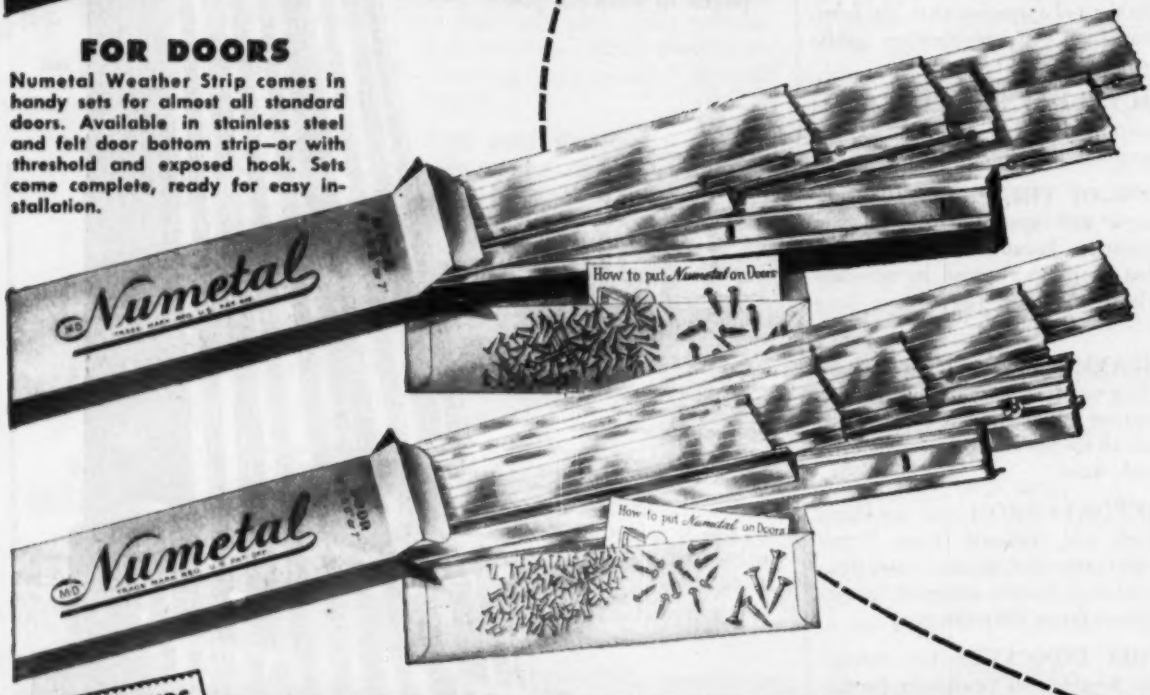


FOR WINDOWS

Packaged for all standard 28", 30", 32" and 36" double hung windows, complete with nails and instructions. Quickly and easily installed by anyone. Makes a complete weather-tight seal.

FOR DOORS

Numetal Weather Strip comes in handy sets for almost all standard doors. Available in stainless steel and felt door bottom strip—or with threshold and exposed hook. Sets come complete, ready for easy installation.



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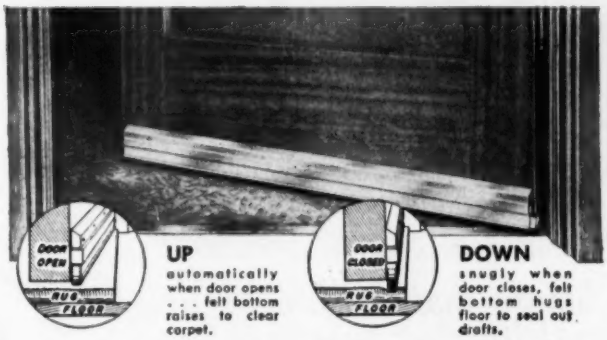
MACKLANBURG-DUNCAN CO.

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Nu-GARD Automatic
DOOR BOTTOM & DRAFT ELIMINATOR

The perfect answer to drafty doors—inside or outside. Nu-GARD is beautiful with smart, silvery-satin finish—and easily installed, too. Packed in individual cartons in lengths 28", 32", 36", 42" and 48". May be shortened approximately 2". Year-round value stops draft-loss of heating or air conditioning.



UP automatically when door opens . . . felt bottom raises to clear carpet.

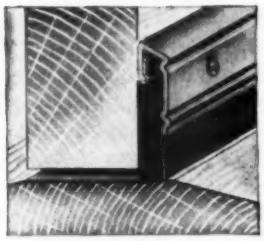
DOWN snugly when door closes, felt bottom hugs floor to seal out drafts.



Nu-WAY WEATHER STRIP

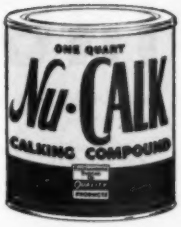
Easiest in the world to put on. Carton contains one 18-ft. roll, with nails and instructions for easy installing. Made of moth-proof, pre-shrunk colorfast wool felt and white metal. Works perfectly on most any type window, storm sash or door.





Nu-CALK CALKING COMPOUND

The "standard of quality" in the calking field, available in ½-pint, pint, quart, gallon, 5-gallon cans. Also in 55-gallon drums.



Nu-CALK SPEED LOAD

The world's best calking compound in a ready-for-action load. Non-staining, always pliable, smooth even flow.



Numetal
DOOR BOTTOM STRIPS

Thick wool felt and heavy gauge brass, alacrome or stainless steel—in lengths 28", 30", 32", 36", 42" and 48". Packed 6 of same length per carton.

Nu-Glaze GLAZING COMPOUND



Use Nu-Glaze instead of putty—it's not oily, needs no working up, will not dry out, harden, crack or peel. Packed in cans—½-pint, pint, quart, 5 pounds; and in drums from 50 pounds to 880 pounds.

Nu-Phalt
PLASTIC ASPHALT CEMENT

Used for sticking down shingles, setting loose floor tiles and dozens of other jobs! Comes in handy load form or in 2½ lb., 10 lb., 50 lb., and 55 gal. containers.

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pre-cut overlaid plywood

SIDING

"Definite Sales Feature", says Fargo-Moorhead Home Builder



Buland Construction Co., Moorhead, Minn., have used over 50,000 sq. ft. of Plyaloy for siding and exterior trim. They report it offers unusual flexibility of design, is perfect paint base, cuts labor costs, gives excellent performance.

PLYALOY siding helps build your reputation right along with your sales.

The clean-cut good looks of this quality siding material adds visible value to any home you put on the market. The smooth, durable, fused resin-fiber surface is a perfect base for long-lasting paint jobs. Gives maximum protection against grain raise or surface checking. Plyaloy stands up where other materials "go to seed."

That's why so many builders have found that in addition to immediate sales and cost-cutting features, the way Plyaloy *keeps* its beauty is a continuing credit to your good judgment . . . *and to your reputation.*

SPECIFICATION DATA: Plyaloy comes in pre-cut 8′ lengths, 12″, 16″ or 24″ wide; 5/16″, 3/8″ or 1/2″ thick. Edges beveled for drip. Packaged for protection; wedges and shadow-line furring strips included. One side surfaced with fused resin-fiber overlay. Base panel is DFPA-Inspected Exterior-type fir plywood (EXT-DFPA). Other sizes available. For complete information write St. Paul & Tacoma Lumber Co., Dept. AB, Tacoma, Washington.



ANOTHER MEMBER OF THE FAMOUS TREE LIFE FOREST PRODUCTS FAMILY

On and Off the Record

(Continued from page 9)

to see what is new in housing. Why does this public have to travel 350 miles to see new homes open for inspection?

RARELY ARE these visitors from afar prospects for homes in the cities to which they journey.

THE ONLY ANSWER that comes to mind is that they travel because the smaller towns and cities in which they live have nothing to show.

WHY DON'T the retail lumber dealers and builders in the smaller communities realize their opportunity and organize National Home Month or National Home Week demonstrations?

IT'S SIMPLE, inexpensive and extremely profitable. The experience of C. I. Cheyney, Bluefield, West Virginia lumber dealer, this year offers most eloquent testimony of how quickly and easily sales can be made to soar through National Home Week in a small city.

NOT ONLY did sales in Bluefield soar, but so did sales in several other Cheyney yards located in nearby villages where nothing was done about National Home Week. Cheyney's NHW in Bluefield had its effect for miles around the vicinity.

BE YOU DEALER or builder in a small city where there is no NAHB chapter, why not sit down now and write for *American Builder's* booklet on how to organize a National Home Week program to fit your own individual operation.

THERE'S NO COST. With the book as a guide, and a little planning and work between now and next September you can set up a NHW program, and see the effort repaid a hundred times in tangible sales increases.

K. T. OLSEN, carpentry department, The Stout Institute, Menomonie, Wis., wrote and supplied the photographs for both *How to Build A Grade "A" Milk House* and *Stout Institute Learns About Modular Methods,* articles which appeared in the August issue of *American Builder.* Inadvertantly, credit was omitted.



RICHMOND SR-G

A profitable addition to your gas heating line

Here's a brand-new steel winter air conditioner —the Richmond SR-50-G—that's ideal for heating basementless homes with panel or sub-floor duct systems. This latest addition to Richmond's modern heating line fits easily and compactly into alcove, closet or utility room.

The Richmond SR-50-G is a fully automatic, factory-assembled counterflow unit with a 85,000 BTU/hr. input . . . a 12 gauge steel heat exchanger . . . a smart, light green hammertone casing . . . AGA approved. It is also available with oil burner controls (SR-50-P).

Quality-engineered with customary Richmond precision...designed to deliver maximum heat at minimum cost, the SR-G provides your customers with an outstanding value . . . provides you with a sure-fire seller.

RICHMOND PLUMBING & HEATING

It pays to push Richmond

See your wholesaler or Mail Coupon Today

RICHMOND

RICHMOND RADIATOR CO.—AFFILIATE OF REYNOLDS METALS CO.

Richmond Radiator Company AB-12
Box 111, Metuchen, New Jersey

Please send me additional information on the new Richmond SR-G counterflow unit. No obligation, of course.

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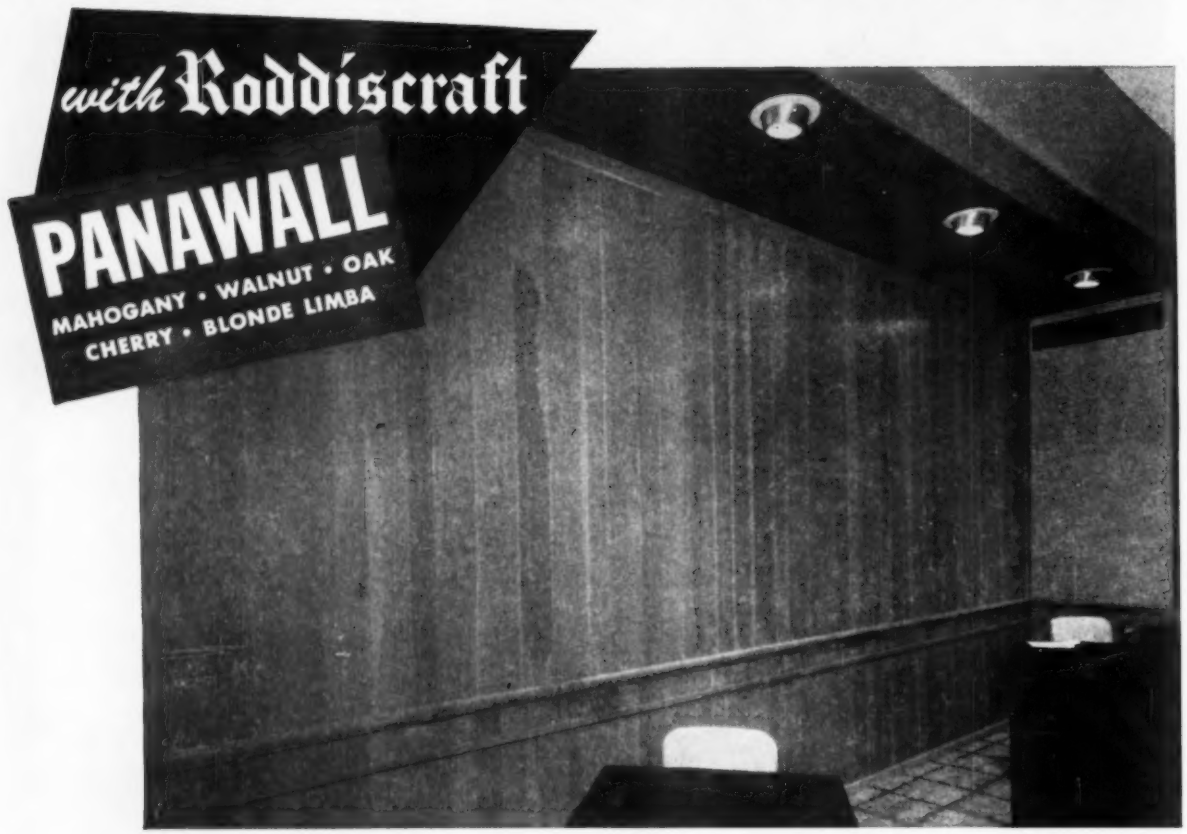
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Panawall interiors stay beautiful!

You provide *lasting* beauty in your homes with Panawall interiors . . . put an end to costly repainting, messy papering. And Panawall interiors will add to the value and saleability of the homes you build.

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Style has a definite place in today's bathroom design—for the bathroom accessories you choose today will do much to determine the appearance and convenience of your bathroom for years to come.

This new Crystalcrome towel ring is the latest addition to Hall-Mack's Crystalcrome line of bathroom accessories—and it combines sparkling beauty and sensible utility in a new styling that adds a dramatic touch to bathrooms.

The large stirrup-type towel ring is made of solid, crystal clear Lucite which will not break or discolor—and has a chrome plated base. Two rings—fastened to the wall or door—a "Mr." and "Mrs." pair—will add beauty and convenience to any bathroom.

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specified for stadiums the world over!

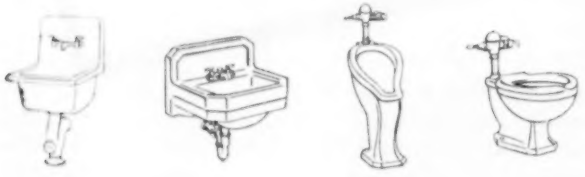


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Eljer plumbing fixtures endure the constant use of millions of spectators in the stadiums shown here, and in others all over the globe. They were specified because they are top quality.

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news

Hollyday Outlines FHA Legislative Proposals

Broad outlines of some legislative proposals which FHA will submit to Congress in January were revealed last month by Commissioner Guy T. O. Hollyday.

In a New York speech, the commissioner said FHA will ask, among other things, that the maximum loan-value ratio of mortgages on existing homes be placed on a parity with new homes. This would be helpful, he said, in carrying out rehabilitation programs in urban areas.

The agency also will seek an increase in present statutory limits on multi-family project mortgages to an



Guy T. O. Hollyday
FHA Commissioner

amount which will permit the construction of fireproof elevator buildings. Hollyday said present limitations are not realistic for high-cost metropolitan areas.

Still another matter which Hollyday favors is elimination of statutory controls in order to simplify insuring standards and maximum mortgage limits. Permissible mortgage amounts could then be more easily determined.

"The basic objective of proposed legislative changes is the administration of a program that will be sound and self-supporting, provide for more efficient operations, and at the same time accomplish the objective of providing more and better housing," Hollyday declared.

(Meanwhile, more specific terms of the FHA program will not be revealed until the Administration's housing program is disclosed, probably around January 1. That program is now being considered by the President's Advisory Committee on Housing.)

Elsewhere in his speech, the FHA commissioner praised the home building industry for the way it weathered this year's mortgage drought. The commissioner said the way builders adapted to changing conditions is a sign they have now become of age.

Housing Market Likely To Stay Good—Cole

The basic market for housing is strong and is likely to continue so, Albert M. Cole, HHFA administrator, declared in a recent speech in Atlanta, Georgia.

Cole advised building material dealers from Southeastern states that the character of housing demand is changing because the nation has caught up with the World War II backlog. There is less pressure, he said, for concentration on the production of new houses alone.

The HHFA administrator said this situation gives the building industry a chance "to capitalize on some of the most basic opportunities in housing in the country today."

Among these opportunities, Cole said, are the clearing of slums, providing housing for minority groups, and the rehabilitation of sound but older housing.

If dealers and others in the building field aggressively develop the rehabilitation market, there should be no decline whatever in construction activity where housing is concerned, Cole said.

NAHB Convention in January

Slusser Will Fight To Keep Public Housing

Charles E. Slusser, commissioner of the Public Housing Administration, has warned that he will fight to preserve the federal government's low-rent public housing program.

"I am going to fight for it—not for its mistakes, not for its apologists, but for the great good that it has done—the great good that it will do—and for the people who so greatly need it," Slusser declared in a speech before the National Association of Housing Officials in Milwaukee.

"President Eisenhower did not appoint me for the purpose of liquidating this program," Slusser added. He said he definitely is sympathetic to low-rent public housing.

At the same time, Slusser said the "entire responsibility" for clearing slums cannot and must not be placed on the federal government.

"Fundamentally, low-rent public housing is something for the people of the community," he said. "It cannot be forced upon them by bureaucratic decision. There must be a need and desire for it in every community that obtains it.

"Where these basic conditions exist, I intend, as long as I am commissioner of PHA, to do my best to see that decent homes are provided for those who would otherwise not have them."

Defense Housing Program Is 55 Per Cent Complete

Latest figures on the status of the defense housing program show that 55 per cent of the programmed housing units have now been completed.

HHFA reported that 99,614 units were programmed in 210 so-called critical areas. Of this number, 73,466 units were either under construction or already completed by October 1. The number completed totaled 54,561.

While HHFA programmed under 100,000 units in the defense housing program, builder applications (for authority to participate in the program) totaled nearly 400,000.

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Nothing is more precious to a quality builder than his reputation. Community respect is earned by good workmanship and quality materials—products like R·O·Ws Removable Wood Windows. R·O·Ws have the charm of carefully milled wood, plus the lift-out feature and pressure-fit construction.

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Good contemporary homes must be both beautiful and functional. The primary functions of windows are to let in light and to permit a free *choice* between ventilation or weather protection. No windows are more beautiful or more functional than R·O·Ws. Only R·O·Ws have the patented R·O·W feature.

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R·O·W SALES COMPANY 1334··66 ACADEMY AVENUE • FERNDALE 20, MICHIGAN

"Acapulco Derby" Winners Announced at New Orleans

Minneapolis-Honeywell has just announced the names of the 20 winners of the nine-day, all-expenses-paid trip to Mexico City and Acapulco offered to builder-members in each of the 20 regions of the National Association of Home Builders. The contest, sponsored jointly by the Minneapolis-Honeywell Regulator Co. and the NAHB, was open to any builder-member of any of the NAHB chapters which sponsored a National Home Week observance.

Regional winners won their Mexico trips on the basis of having done an outstanding promotional job for National Home Week in their respective communities, while promoting and merchandising their own homes. The winners were picked at the recent Board of Directors meeting held in New Orleans.

Winners of Regions 1 through 20 are as follows: Charles J. LoDolce, New Britain, Conn.; Charles F. Haring, Jr., Tuckahoe, N.Y.; Roland S. Catarenella, Pittsburgh; I. H. Hammerman, II, Baltimore; George Goodyear, Charlotte, N.C.; Fred G. Fett, Jr., Brookhaven, Ga.; William F. Hendy, Cincinnati; John R. Worthman, Fort Wayne, Ind.; Bisanz Brothers Construction Co., St. Paul, Minn.; E. T. McMurray, Des Moines; Frank Robertson, San Antonio; Nick Papanikolas, Salt Lake City; Bill Weaver, Denver; Albert Balch, Seattle; R. W. Kurth, Van Nuys, Calif.; Charles Freeburg, Memphis; Louis J. Zollinger, New Orleans, La.; John C. Hall, Phoenix, Ariz.; Earl R. Simpson, Brigantine, N.J.; and Rollin E. Meyer, San Francisco.

The winners will leave Dallas by air on November 29, traveling first to Acapulco for fishing, then to Mexico City where they will meet Mexican city officials and enjoy the hospitality of the Mexican capital.

Mortgage Outlook Improves

Government officials in Washington are getting more and more optimistic about the mortgage money outlook.

T. B. King, the VA loan guaranty officer, sees "signs in the wind" that by next spring the supply of GI loan money will be better than at any time since the housing boom of 1950. FHA officials echo this sentiment.

A spokesman for the Home Loan Bank Board has predicted that savings and loan associations will be competing for good mortgages in "six to eight months." He doubts that interest rates will "soften," but he thinks discounts will be sharply reduced or disappear.

Many industry spokesmen also see better days ahead, including the mortgage bankers. NAHB says indications point to an improvement, although, as of November 1, the money supply was still "far from normal."

St. Paul Home Builders Welcome Ed Gavin



St. Paul Home Builders Association, in cooperation with the Neil and Hubbard Heating and Air Conditioning Company, recently sponsored an all-industry meeting at which *American Builder* Editor, Edward G. Gavin, was the guest speaker. Appearing with Gavin, above, are, *from left to right*, Harold Moriarity, executive director, St. Paul Home Builders Association; Steven Kroiss, builder-director; George Donnay, national director; Leonard W. Bisanz, national director and chairman of 1953 St. Paul National Home Week; John L. Moravec, past regional vice president of NAHB; Walter Gretsfield, president, St. Paul HBA; C. Elmer Anderson, governor of Minnesota; Gavin; Martin H. Reitz, treasurer, St. Paul HBA; Perc Neil, National Home Week committee; Roy A. Spande, secretary, St. Paul HBA; Chuck Bjarnason, NHW committeeman; and Tom Hubbard of NHW committee

Long Island House Prices Up $500 Due to Strike

A price increase averaging $500 a house will occur on Long Island by the end of the year as a result of last summer's nine-week strike by 1,200 sand and gravel truck drivers, according to Anthony S. Zummo, Brooklyn-Queens vice president of the Long Island Home Builders Institute.

Ready-mixed concrete in Nassau and Suffolk Counties, L. I., is $1 to $1.25 per cubic yard higher than it was at pre-strike rates, said Zummo, who heads the association's labor committee. During the strike, he added, wage scales of the 23 trades representing on-site labor were raised about .10 per cent and material suppliers warned that lumber and millwork prices were to advance.

Zummo charged that the teamsters' strike brought enforced idleness to nearly 100,000 workmen in the building trades, with a loss of approximately $100,000,000 in wages. Construction in New York City and Long Island valued at $600,000,000 was halted, including badly needed schools and shopping centers in rapidly expanding areas. Thousands of buyers were forced into makeshift arrangements as occupancy dates turned up with their homes barely started.

The teamsters' local had struck for a wage increase of 75 cents an hour, plus additional welfare, pension and vacation benefits. After two months, the employers' representatives were offering 40 cents per hour increase and the union had scaled its demand down to 50 cents per hour; then the dispute was turned over to arbitration which is still under way at this writing. Drivers, now averaging $16.20 a day plus overtime, would get about $132 per week under conditions sought by the employers; $137 per week if all their own terms are met.

Wage Rates for Building Trades Are Still Rising

Average union wages in the building trades continue to rise slowly, having gone up 4 per cent in the first nine months of 1953, the Bureau of Labor Statistics reported.

The bureau made its regular 85-city survey and found the average wage on October 1 was $2.71 an hour—up 10 cents an hour since January 1, 1953.

While wage rates have gone up in 1953, the increase has been smaller than last year, the bureau said. In the first nine months of 1952, the increase was 6 per cent.

The B.L.S. survey covers seven major building trades.

DOUGLAS FIR



This strong, tough, straight-grained softwood is a first choice for any lumber use where unusual strength, stiffness, load-bearing capacity and nail-holding power are important. Popular, too, for paneling and interior trim and cabinetwork.

One of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.

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IDAHO WHITE PINE
PONDEROSA PINE • SUGAR PINE

THESE ARE THE ASSOCIATED WOODS

LARCH • DOUGLAS FIR
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Write for free illustrated book about Douglas Fir. Address: Western Pine Association, Yeon Building, Portland 4, Oregon.

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Muller 6 Cu. Ft. Plaster and Mortar Mixer.

Don't waste time and money cleaning plaster and mortar mixer drums. New Muller Adjustable Rubber Scraper Blades (pat. pdg.) keep the drum clean always. Also, by by-passing small pebbles, they prevent damage. Available at slight extra cost on all sizes of Muller Plaster and Mortar Mixers.

Product of 45 years of experience in mixer design and manufacture, new Muller Mixers incorporate many excellent features that insure efficient mixing at minimum cost. Among these the newest are: the Muller Everlasting Paddle Shaft Seal (guaranteed for life of mixer), and power throw-out on gasoline-powered smaller models, also built-in disc type clutches on larger sizes.

Muller Mixers are now available in 2, 3½, 6, 6 to 8, and 9 cubic foot sizes. Mail the coupon today for literature and prices.

MULLER MIXER MULLER MACHINERY COMPANY, Inc.

Muller Machinery Co., Inc., Metuchen 4, N. J.

Please send me information and prices on the Muller Mixer checked below.

- ☐ 2 cu.ft. Plaster and Mortar Mixer
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- ☐ 9 cu. ft. Plaster and Mortar Mixer
- ☐ Prices on rubber blades for above.

NAME.....TITLE.....
COMPANY.....
STREET.....
CITY.....STATE.....

Fall Board Meeting of NRLDA Forsees Profitable 1954

Progressive merchandising and sensible housing legislation were stressed at the recent annual meeting of the Board of Directors of the National Retail Lumber Dealers Association held at Las Vegas, Nevada.

Stimulated by the reception given the new NRLDA Merchandising Calendar, made public for the first time at the meeting, the Merchandising Committee decided to develop the Calendar further in the immediate future, and recommended staff studies of sales incentives, the how-to-do-it movement and practical methods of cashing in on the home improvement market.

President Henry J. Munnerlyn and Vice President Watson Malone III were re-elected, as were H. R. Northup, executive vice president, and Edward H. Libbey, secretary. H. W. Blackstock, Seattle, was elected treasurer.

Another good year was predicted for the retail lumber industry in 1954, based on continued high employment, heavy consumer savings and the survey of business conditions conducted by members of the Executive Committee in which 54 per cent of the reporting dealers stated that their volume for 1953 to date was as high or higher than a year ago, and 47 per cent reported that their profits were the same or higher than in 1952.

The Association will concentrate in 1954 on problems of mortgage financing and consumer credit, the definition of retail trade by the Bureau of the Budget, solution of wage-hour problems, recognition of distribution problems by the Department of Commerce and relations with other federal agencies.

Management conferences moderated by some of the leading figures in the retail lumber field added to the value and success of the Las Vegas meeting.

Dealer's Viewpoint



H. R. NORTHUP, Executive Vice President, National Retail Lumber Dealers Association

How-to-Do-It Market Will Keep 1954 Retail Lumber Sales High

There is every reason to expect that retail sales of lumber and building materials will be at least as high in 1954 as in the year just ending.

Even if new housing starts should drop 10 per cent or so, a corresponding gain easily can be made by more intensive development of the home modernization and how-to-do-it markets. For every retail lumber and building materials dealer who has been making the most of those markets in recent months, there are at least ten others who have not been going out after business as aggressively as they will if they see their volume starting to drop.

Many dealers admit readily that they have been doing about as much business as they were prepared to handle in the months since materials shortages and emergency controls disappeared. Taking care of the customers who came to them has kept them plenty busy, without looking around for more customers.

The situation in the retail lumber business is quite different from that faced by retailers of other lines. Automobile and appliance dealers apparently have reached a peak in their volume, and the number of failures has started to climb as it becomes more and more difficult to keep volume up to a profitable level even with high-pressure selling of a type almost unknown in the retail lumber business.

No one will argue, however, that the retail lumber industry has come anywhere near its potential sales peak. Literally millions of home owners can be persuaded to modernize older homes or add to the new ones which have been built in the last eight years.

This is particularly true of thousands of GI's who have purchased so-called "economy" homes that were built for them when they first came home back from World War II. It will be found that most of these GI's have had substantial family increases and, strangely enough, most of them have had substantial increases in wages, so they are good risks. Literally thousands of them need an additional room and bath to take care of this increase in families.

One of the troubles the retail lumber dealer encounters in trying to take care of this desire for larger living accommodations is the financing of the additions. We feel that a great deal of this work needs more attractive financing than is available under Title I of FHA—a longer repayment period and an interest rate that is a bit more reasonable than that attached to Title I.

The truth is that the volume of residential repair and modernization work done in 1953 could have been increased a good 50 per cent if dealers had been in a position where they could provide the type of credit facility their customers need.

Consumer savings are at a high level, and there is no indication that there will be any important reduction in their ability to spend for necessary and desirable purposes during the year ahead if the terms are right.

Guided by NRLDA's new Merchandising Calendar, listing 33 major themes retail lumber dealers are in better position than ever to go out after the extra sales they need to keep their volume and profits up to the level enjoyed so far in the 1950's.

One prediction we safely can make for 1954 is that home owners are going to be hearing from their local lumber dealer much more often than in the past.

A Restless Population Helps Housing Market

The restless movement of people in and around the cities, and from city to city, must not be overlooked in predicting future housing demand.

American families engage in a "gigantic game of musical chairs" that plays a major role in creating market demand for housing, both old and new. An article in the latest issue of "Housing Research," published by the Housing and Home Finance Agency, discusses this matter of mobility.

E. Everett Ashley, chief of the Housing Economics Branch, prepared the article. As an example, Ashley cited a recent study made in Philadelphia. There it was found that more than half the families interviewed had lived at three different places since the family was created.

"For any of a host of reasons—the desire for bigger or newer or more accessible quarters, to be closer to work or to schools and stores, to get an inside toilet or private bath, the wish for a home of one's own or for a house in the country, the need for a home without stairs or with automatic heating, to be near friends or relatives, to mention only a few—some 78 million people or nearly half the population, while not moving great distances, changed their residence during the four-year period April, 1947, to April, 1951," Ashley said.

The HHFA official said that, in the light of present conditions, some decline in new home building seems to be in prospect, but he added that when mobility of population is considered, "it is unlikely that the decline will be as severe as that suggested by the drop in family formation."



It's made to order for today's discriminating home buyers—this powerful "convincer." The Curtis Woodwork certificate, guaranteeing materials and workmanship, is proof positive of window value. Builders and contractors are using it to *sell the entire house.* They find homeowners respond quickly to this extra assurance that they are getting their money's worth in windows and other woodwork.

Today, a well-known name like Curtis —and a guarantee such as this—count more than ever in creating buyer preference. That's why Curtis Silentite windows are more popular than ever today.

1865 CURTIS WOODWORK
SILENTITE PRE-FIT
the *Insulated* window

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Clinton, Iowa • Wausau, Wisconsin • Chicago, Illinois
Sioux City, Iowa • Lincoln, Nebraska • Topeka, Kansas
Minneapolis, Minnesota • New London, Wisconsin

Curtis Woodwork will be on display at the NAHB show in Chicago—January 17-21—Booths 407 and 408—at the Sherman Hotel. See the new Curtis products in 1954.



NAHB Executive Officers Hold "Trade Secret" Meeting in Biloxi

Seeking to improve services to members, sixty-three executive officers of local NAHB chapters met at Biloxi, October 7-9. The meeting, called by Lawrence Nelson, executive vice president of the Minneapolis Home Builders Association and president of the Executive Officers Council, was the 4th annual affair to be held.

The 3-day meeting was a "trade secret" type of session, designed as a short course in association management for new executive officers and a refresher course for veteran members. Discussion sessions covered every phase of association management.

Biggest emphasis for 1954 was running an association as a business. Definite programs, goals and strict budgets were stressed. Other subjects discussed were public relations, magazines and bulletins, home shows, bonded builder programs, National Home Week, legislation, labor relations, and membership.



Discussion leaders at work on program prior to the opening of the executive officers conference at Biloxi. *Left to right:* Leo D. Mullin, Kansas City, public relations panel leader; Lowell Garretson (*standing*), Madison, legislation; Chas. A. Taylor, San Diego, magazines and bulletins; Lawrence Nelson (*standing*), Minneapolis, president of the Executive Officers Council; F. Steudlein, Memphis, budgets



Manny Spiegel, NAHB president (left), and Lawrence Nelson, president, Executive Officers Council, open the fall Conference of executive officers at Biloxi, Miss.

Execs "Wheel Horses of Association" — Spiegel

Emanuel M. Spiegel, president of the National Association of Home Builders, lauded executive officers for the services they performed for their local association members. "Direct your energies to the servicing of the little guys," stated the NAHB president. "The big guys can take care of themselves. They have organizations to find out their own answers." Spiegel went on to assure the executive officers that the National Association is out to do a better job for the local chapters.



W. E. Gillis, San Francisco, administration discussion leader looks over program with Chas. A. Taylor, San Diego, and Guy Roberts, Toledo



Executive officers look over conference questionnaire with Mildred Clark, NAHB membership director (center). *Left to right:* John Downs, Chicago, Gene Miller, Denver, Mildred Clark, Loriate Saunders, Michigan Association, and Earl De Laittre, Cincinnati



National Home Week panel leaders looking over Houston, Texas', *American Builder* National Home Week entry. *Left to right:* T. C. Brennan, Jr., Houston; Lew Williams, St. Petersburg, and Roy Healy, Milwaukee



Execs Pick Council Officers for '54

H. William Hanna, Pittsburgh, (*fourth from left*) was elected president of the Executive Officers Council of NAHB for 1954. The election changed the procedure whereby officers were elected at the NAHB annual convention held in January. In the future officers will be chosen at the fall conference of the executive officers and installed at the national convention. Other officers to serve with Hanna are, *left to right*, Luther B. Stephens, Atlanta, delegate-at-large; Harry E. Smith, San Mateo, Calif., secretary; Frank Steudlein, Memphis, vice president; Hanna; and Leo D. Mullins, Kansas City, treasurer

Money Market Major Concern At NAHB Directors Meeting

Major emphasis was placed on the present mortgage market by the NAHB directors at their fall meeting held October 7 to 15 in New Orleans, La. There was a growing confidence among the directors that the end of 1953 would see a somewhat better mortgage picture for government-insured loans. At the same time, Emanuel M. Spiegel, NAHB president, warned builders to travel cautiously. Spiegel advised builders not to start large scale developments without firm financing commitments.

It was pointed out at the meeting that there have been many hopeful signs in recent weeks of an improvement in the market, though it has not as yet been reflected at the builder end. Spiegel pointed out that government long term, 3¼ per cent bonds are now selling above par as a result of market support by the Federal Reserve Board. This action, stated the NAHB president, appears to indicate that federal action in the coming months may be directed toward an easing of credit supply.

President Eisenhower's advisory committee on housing was praised by Spiegel. He believes it to be an acknowledgment that a strong home building industry is essential to national prosperity. It was also hinted that the association was preparing a detailed legislative program to be presented to Congress when it convenes in January. The program is confidential, but described as a charter for the nation's housing future.



NAHB leaders R. G. "Dick" Hughes and Emanuel M. "Manny" Spiegel reporting to the directors re the mortgage market

Rehabilitation Highlight of Meeting



Rehabilitation committee hears from (l. to r.) John Dickerman, executive director of NAHB; G. Yates Cook, director of rehabilitation for NAHB; Alan Brockbank, chairman, rehabilitation committee; Admiral Riggs, director of the New Orleans Chamber of Commerce; and Clifford F. Favrot, head of the mayor's committee for the New Orleans rehabilitation program

The New Orleans' rehabilitation program, where directors and visitors could see graphic examples of NAHB's rehabilitation work, was the highlight of the directors meeting. New Orleans, according to Alan Brockbank, past president of NAHB and currently head of NAHB's rehabilitation committee, is the first city to follow the principles of G. Yates Cook, rehabilitation director of NAHB.

Visiting directors were able to see, at first hand, a pilot block where New Orleans has started its rehabilitation work. During their meeting, Brockbank's committee sponsored a panel conference which outlined the step-by-step procedure for starting such a program in any city.

Panel members included Ivan Foley, president, New Orleans' lumber dealer association; Clifford C. Favrot, head of New Orleans' citizen's committee; Walter C. Barnett, New Orleans lawyer; F. Poche Waguespack, New Orleans realtor; Commissioner Schiro of New Orleans city council; Fred Loucks, New Orleans' builder; Manny Dlugach, Memphis builder; Joe Driskell, Fort Worth builder; J. L. Zar, *American Builder* field editor.

Committees Report On Their Activities

Public Relations Committee

H. Leslie Hill, Chairman

The committee plans a 1954 convention record of informative material pertaining to the various segments of the industry. The book will cost $7.50. A merchandising panel for convention presentation is also planned.

Labor Committee

Nicholas Molnar, Chairman

The labor committee recommended that the NAHB labor department be reactivated so as to assist local associations with their labor problems. The committee also recommended that local associations better labor relations through public relations.

National Housing Center

Nathan Manilow, Chairman

NAHB's proposed new Washington office building is now entering its second phase, that of selling exhibit space. Manufacturers, stated Manilow, are interested in the building and praise the association for its housing center.

Technical Committee

Earl W. Smith, Chairman

Building codes, FHA and VA technical problems, markets, electrical wiring, and construction techniques were discussed by the committee. Approval was given to NAHB's Neighborhood and Design Award programs.

Tax Committee

Frank Burns, Chairman

The committee will study income tax as it pertains to the home building industry. The committee will also sponsor tax legislation but will not concern itself with local taxation problems.

Educational Committee

Leonard Frank, Chairman

The increased demand from schools and colleges for study material has necessitated the hiring of Elizabeth W. Robinson as educational director. Plans are under way to issue new books, films, etc., pertaining to the industry.



Ned A. Cole (center) outlining to the air conditioning committee the details of a plan to study for a period of a year 14 houses equipped with air conditioning



A typical dwelling in the pilot block—a rundown house, outside toilet and water facilities, yard filled with debris

New Orleans Takes Steps to Rehabilitate Slums



G. Yates Cook, NAHB director of rehabilitation, Mayor Morrison, C. F. Favrot, chairman of mayor's citizens committee, and public relations committee head Joe Epstein lay plans for New Orelans rehabilitation program



Local builders Max Ferran, Fred Loucks, and James Culotta talk over construction with Howard Martin, plumbing contractor, and his superintendent, Lloyd Perret

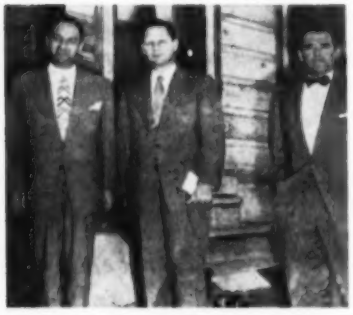


Ivan Foley, retail lumber dealer association president, coordinated material delivery and procured donations from suppliers to repair this pilot block

New Orleans is ready to attack slums after passing through the organizational phases. With the aid of G. Yates Cook, director of rehabilitation for NAHB, the city has set up the necessary machinery for inspection and enforcement, and is ready now for action.

Prior to an all-out campaign, a "pilot block" of five houses is being rehabilitated to show what can be done with substandard dwellings.

The job is being done by New Orleans home builders at an approximate cost of $2,400 per duplex unit. Rents will be increased proportionately. Negro tenants interviewed by an *American Builder* editor indicated they were willing and able to pay more for better housing.

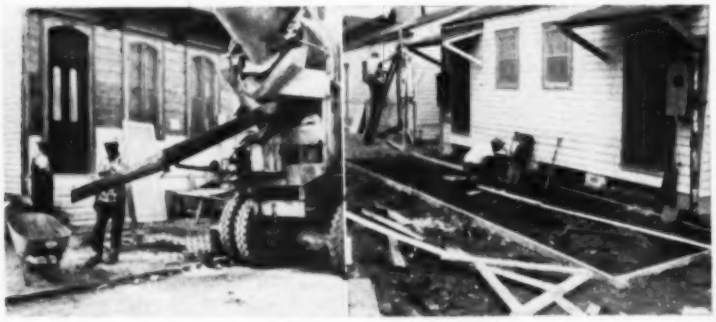


E. M. Spiegel, NAHB president, escorted HHFA Administrator Albert M. Cole to "pilot block" to show need of better financing for rehabilitation. At right is G. Yates Cook, NAHB rehabilitation director

NAHB, lumber Dealers, Suppliers, Political Fathers and Private Citizens Did This

This job required the collective talents of leading citizens clamouring for action. The political fathers were quick to realize the impact such a program would have on the welfare of the city. It has been estimated that over 40,000 living units are substandard in New Orleans.

Builders, lumber dealers, suppliers, and the city pooled their collective talents to create habitable dwellings that were slums. Much of the material and labor has been donated to complete this "pilot block." It will serve as a guide to others.





Rehabilitation begins with clearing yards of debris, moving plumbing indoors, and painting exteriors of houses

LUDMAN Auto-Lok AUTOMATIC LOCKING

AWNING WINDOWS

make houses sell faster because they give visible evidence of quality construction!



Residence of Mr. and Mrs. Eugene Hubbard, Kalamazoo, Michigan. Builder, John Kaaisteker; Ludman supplier, Miller Sash and Door Company.



What a difference Ludman Auto-Lok windows make! Houses equipped with Ludman Auto-Lok windows actually bring a higher price and sell easier — yet cost you no more to build!

You save both time and money. No costly time consuming installation adjustments are necessary. And costly call-backs are eliminated because Ludman Auto-Lok windows never need adjustment after installation.

Your houses sell faster because Ludman Auto-Lok windows add extra value home-buyers want, and are willing to pay for. Ludman Auto-Lok windows feature automatic locking . . . Floating-Seal weatherstripping . . . a self-locking device that automatically seals the window like a refrigerator when it's closed . . . Never sticks, never rattles . . . finger-tip control that's so easy to operate, a child can open or close even the largest windows with ease.

Add your savings to the plus features of Ludman Auto-Lok windows and you'll find they are the most economical windows you can use.

Try Ludman Auto-Lok Windows in your next house. See for yourself what a big difference they really will make!



Tightest closing window ever made

Ludman Auto-Lok Windows close ten times tighter than generally accepted standards . . . have the lowest air infiltration of any window made! Many beautiful window arrangements are possible using standard Auto-Lok units.

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LUDMAN LEADS THE WORLD IN WINDOW ENGINEERING

You can always rely on Samson



for absolute top quality

SPOT SASH CORD®

identified by the colored spots, our trademark. High quality fine cotton yarn, braided with an even pull on each strand for extra strength.



for quality plus price appeal

AETNA SASH CORD®

a reliable, dependable tough cord—in demand for many general uses. Write for FREE Samples and information or see your jobber.

Samson
CORDAGE WORKS
BOSTON 10, MASS.



LETTERS

dimension figure omitted from solar control query

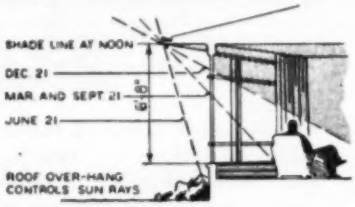
Sir: I answered a letter for your *Ask the Experts* column, appearing on page 156 of your September issue. Unfortunately, in your column you have not stated the problem in its entirety, and, as a result, the answer is of little value.

The amount of overhang required depends upon the height that is to be shaded, as well as other factors. The height given was six feet, eight inches, measured from the bottom of the overhang.

Rudard A. Jones,
Assistant Director,
Small Homes Council,
Champaign, Ill.

► *Original query was for proper roof overhang to shade windows from summer sun; arbitrary figures were presented to coincide with various morning hours of the day to afford complete shade.*

Dimension from underside of roof soffit to sill of window, which



is six feet, eight inches, was omitted in the computation in connection with the solar control query. Drawing is hereby reproduced, with addition of correct dimension.

—The Editor

sorry, but printer deleted last paragraph

Sir: In the News section of your September issue you have an interesting yarn under the head, *Builder Goes to Court over a Carport*, telling of the development of a new $2 million shopping center and residential community called Edgewood Park under way at Lansing, Michigan.

According to your reporter, one of the new home owners wanted to build a carport on his land, ignoring the local building codes, which required that all business plans, including garages, be submitted to the community developer. Litigation followed, since the developer sued the man who erected the carport. Well, "wha' hoppen?"

W. G. Pflanz,
Utica, N. Y.

► *A restraining order was issued on the owner, and when the case came up in the circuit court, the restrictive covenant was upheld. The owner was required to tear down his carport.* *—The Editor*

interest in NHW extends into following weeks

Sir: There has really been more interest from an actual sales standpoint in the week following than there was during National Home Week itself. It seems that the interest developed during the Week is extending over, and building up at our Bluefield yard. There were more home prospects this week than last, and there have been sales of complete homes every day. On one day, four complete homes were sold.

This interest has extended to our yards in towns where no organized campaigns were put on, but which received some benefit from our Bluefield advertising.

Clyde I. Cheyney, President,
Bailey Lumber Co.,
Bluefield, W. Va.

how-to-do-it material of interest to agency

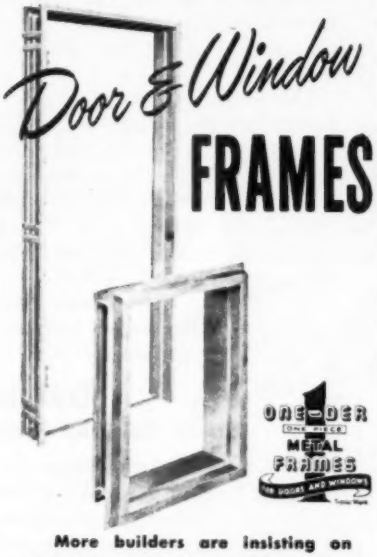
Sir: On page 20 of the June issue of *American Builder* there appears an article by H. R. Northup, executive vice president of the National Retail Lumber Dealers Association. The last paragraph, referring to the dissemination of how-to-do-it instructional material to home owners by local lumber dealers in a community is particularly interesting to us since it describes literature we have just distributed to dealers.

We are writing for permission to reprint this article with the proper credit line. We will use it in a mailing to dealers.

James C. Brown,
G. F. Sweet & Co., Inc.,
Hartford 3, Conn.

(*Continued on page 29*)

Builders Large or Small
Cut Costs With
ONE-DER METAL
Door & Window
FRAMES



More builders are insisting on One-Der metal door and window frames. The one piece frame that easily fits any type of construction —brick, block or frame — complete assembly makes installing an ease.



FOR BUILDINGS LARGE OR SMALL

ONE-DER
FRAMES FIT THEM ALL!

Quick, easy installation makes One-Der Metal Frames a boon to big or small builders alike — less carpenter labor! And pre-priming means less painting!

For further details see Sweet's File 15 a/On and 16b/On

Order TODAY from your dealer, listed in Yellow Pages of Telephone Directory, or write—

ONE-DER FRAME
Corporation

P.O. Box 3068—Birmingham 6, Ala.

letters . . .

(Continued from page 28)

modern Yankee invasion of Virginia is welcomed

Sir: Northern builders alone have completed 32,000 new homes in the Greater Norfolk area and have promised to build 22,000 more homes for the industrial workers who will operate the new Norfolk industries.

We salute the Yankee as he has initiative and know-how to wake up the South, and he has surely awakened this quaint old Southern city. Some of them have made themselves a million apiece, but we do not begrudge it to them, as they are helping us as well. I have worked for this very thing for 38 years.

What the South needs is sound and live promoters, and most of them subscribe to the *American Builder*.

W. B. Shafer, Jr., Fiscal Agent,
Norfolk H.M.D.I Corp.,
Norfolk, Va.

distribution article rings bell

Sir: Congratulations on the fine article *Is the Distribution System of Building Products Outmoded?* appearing in your October issue.

This is one of the finest articles on this subject which we have seen and I am calling the attention of all of our members to it.

S. M. Van Kirk, Gen'l Mgr.,
Nat'l Bldg., Material Distrib. Assn.,
Chicago 2, Ill.

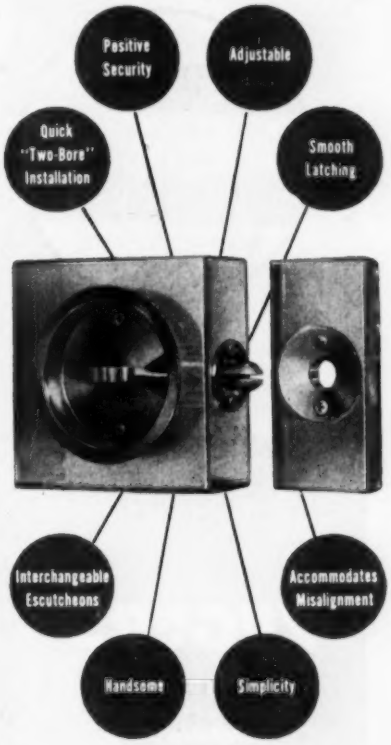
trade series useful to realtor

Sir: As a realtor and builder I have found your magazine most helpful, especially your current articles on trade-ins. The information found in these articles has helped keep our sales volume up during the slack months. While primarily realtors, we are now building homes. The simple direct approach of your magazine toward building problems is easily understood by us with just a working knowledge of building construction and techniques.

Homer R. Akins, Manager,
Lutz Realty Co.,
Fort Worth 2, Texas

(Continued on page 30)

NEW
Adams-Rite
SLIDING DOOR LOCK
has Everything!



Latest Adams-Rite development. Simple installation uses standard 2⅛" diameter bore. Bolt gives smooth snubbing latch action and acts as edge pull. Thumb button provides positive security. Solid brass except hardened steel bolt and strike which accommodates any door misalignment. Adjustable for all doors 1⅜" to 1¾" range. No. 600-1 fits smaller doors. Interchange of locking and non-locking escutcheons makes lock instantly reversible on job.

WRITE FOR COMPLETE INFORMATION

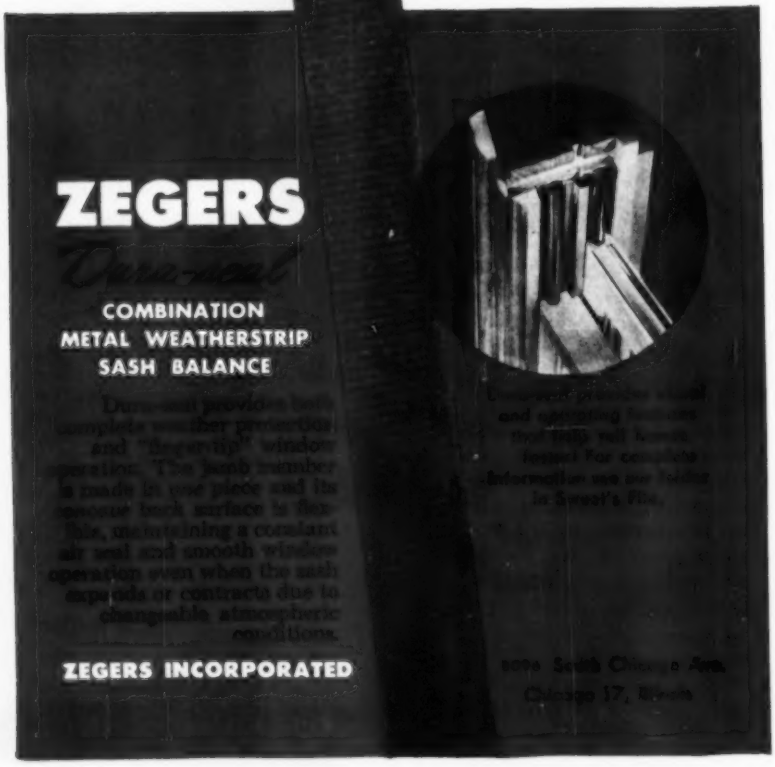
FINE HARDWARE FOR OVER HALF A CENTURY
ADAMS-RITE MANUFACTURING CO.
5460 WEST CHEVY CHASE DRIVE, GLENDALE 4, CALIFORNIA, U. S. A.

NOW... ... Dura-seal has

SI-VEL
(PATENT APPLIED FOR)
SPRINGS

Here's a new *exclusive* feature for Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance! Counterbalancing springs are Si-Vel processed and coated to eliminate all noises. A velvet-like finish, actually baked on the galvanized steel springs, assures absolutely *silent* opening and closing of wood windows. It's the most important window equipment development since the one-piece jamb member . . . another Zegers "first"! Get complete information on this remarkable innovation *now!* Builders, see your Lumber Dealer;—Lumber Dealers, see your Sash and Door Jobber or Millwork Manufacturer.





letters . . .

(*Continued from page 29*)

architect spots drafting error in floor plan drawing

Sir: A confusing and amusing error was made in the first floor plan of the two-level house on page 60 of the August issue of *American Builder*.

The two arrows on the stairway in the first floor plan are marked "Dn" (down). Please don't let anyone try to build the house that way! Correct designation is "Up" for both arrows and flights—then it will work, and tie in with the "Dn" indication on the second floor.

C. Sedgewick Moss,
Registered Architect,
Washington 16, D.C.

liked the winter building story

Sir: That was an excellent article on winter building at the White Pine project near Ontonagon, Michigan, in the October issue of *American Builder*. We furnished some of the material for this project, and naturally we were very interested. Some of our employees would like copies; therefore, will you send me twelve copies of this issue.

John N. Hamar,
Hamar-Quandt Co.,
Houghton, Mich.

contractors' customers need American Builder

Sir: I have been looking over your magazine at our lumber dealer's and would like very much to subscribe.

We are small contractors and our work covers mostly building, repairs and remodeling. Your magazine has just the things we need because our customers want to make their homes up-to-date.

W. A. Marquart,
A. H. Marquart & Son,
Houston 7, Texas

racks up seventh renewal

Sir: If I remember correctly, this is my seventh three-year subscription. I enjoy the *American Builder* very much. Your "Helps" help out a lot, and I am always looking for something new—methods or materials.

George W. Stout,
Contractor and Builder,
Elwood, Indiana





NEW!

Pella® WOOD FOLDING DOORS

. . . a builder's dream come true



At last, Pella Folding Doors in *Natural Wood!* Solidly-built folding doors with all the stability and lasting value of conventional swing doors. Paint to match or harmonize with walls or woodwork. Varnish finish to blend with wood paneling or trim.

LAMINATED CONSTRUCTION — Individual wood panels (⅜" thick and 3⅝" wide) joined by continuous spring hinging, fold to only 6" in the average opening. Built-up wood block cores are laminated with matching sliced veneers to assure vertical alignment.

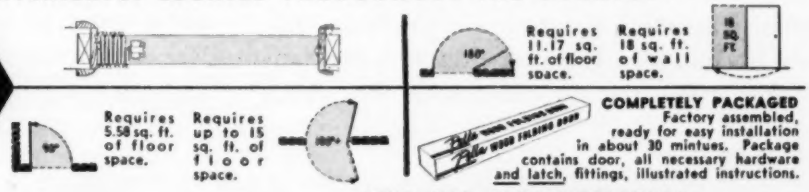
STOCK SIZES Pella Wood Folding Doors in Pine — Paint Grade or Varnish Grade, Finished or Unfinished. Easily painted or finished to match or blend with surrounding woodwork. 2'4", 2'6", 2'8" and 3'0" widths; all 6'8" height.

CUSTOM sizes available in three grades: (1) Varnish Grade Pine; (2) Paint Grade Pine; (3) Hardwood Veneer (Red Oak, Unselected Birch, or Philippine Mahogany).

Substantial savings on inside wall construction can be effected by installing Pella Doors as movable partitions, ceiling to floor and across entire closet fronts. Costly double wall construction for recessed sliding doors can be eliminated. Pella Doors may also be used for kitchen cupboards, snack bars, broom closets — wherever space is at a premium. Be first in your area to realize their extra savings and sales appeal. Investigate today.

PELLA DISTRIBUTORS CONVENIENTLY LOCATED THROUGHOUT THE COUNTRY

Pella DOOR REQUIRES ONLY A MINIMUM OF FLOOR SPACE AND NO WALL SPACE



COMPLETELY PACKAGED Factory assembled, ready for easy installation in about 30 mintues. Package contains door, all necessary hardware and latch, fittings, illustrated instructions.

SEND FOR FREE LITERATURE

Add extra sales appeal with

Pella®

WOOD FOLDING DOORS • WOOD CASEMENTS
ROLSCREENS • MULTI-PURPOSE WINDOWS
VENETIAN BLINDS

ROLSCREEN COMPANY, Dept. E-63, Pella, Iowa

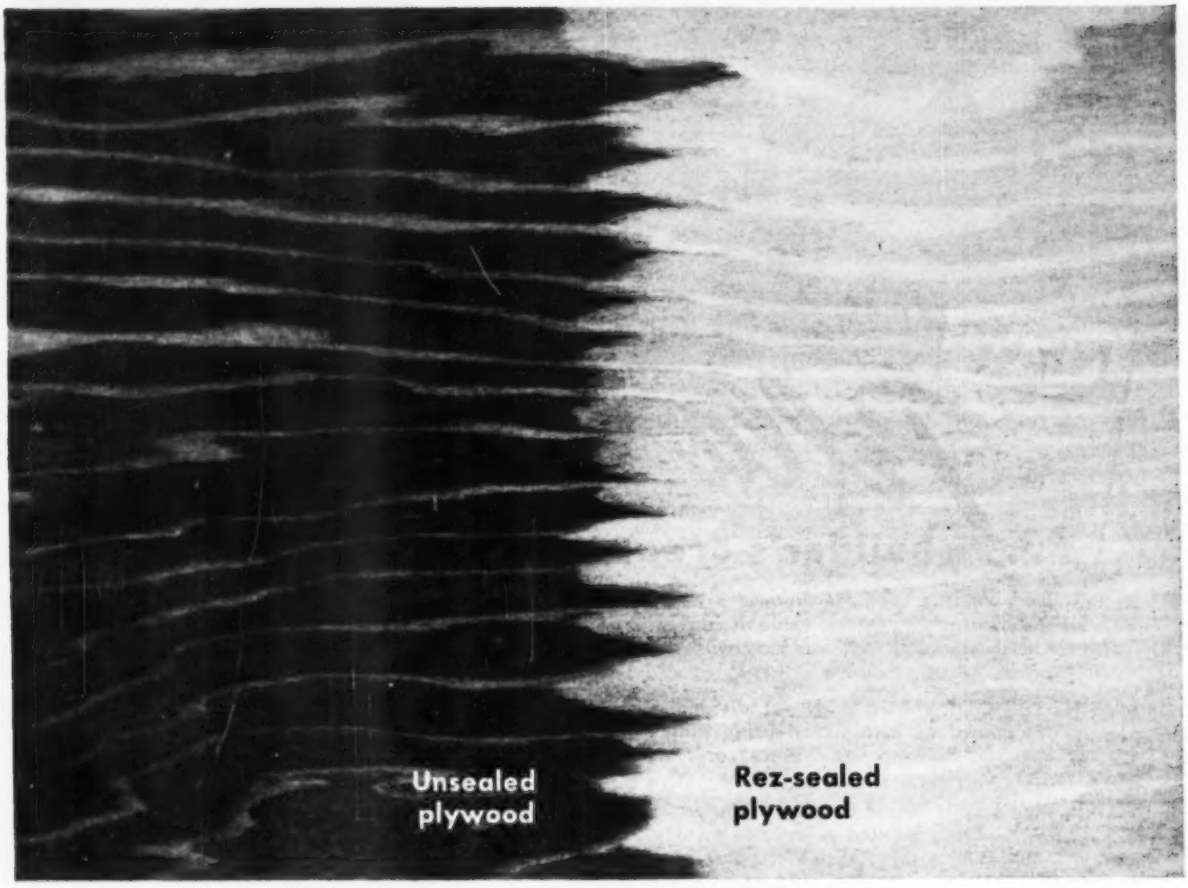
GENTLEMEN: Please send FREE literature on Pella Wood Folding Doors, together with name of nearest Pella distributor.

NAME

ADDRESS

CITY ZONE STATE

STOPS BLOTCHING!



Unsealed plywood blotches when stain is applied

Since all wood surfaces have unequal porosity, they should be sealed before staining. If not, the stain soaks deeper into soft areas than hard areas. This causes blotching and streaking, permits uncontrolled grain raise through the stain —often ruins the appearance of the wood.

Rez-sealed plywood stains *evenly*, without blotching

Clear Rez Sealer and Primer equalizes wood porosity—actually penetrates and seals the surface pores so that stain coats "lay" evenly without a streak or blotch. Clear Rez and White Rez are wood sealers. The five Rez Color Tones are sealers and will provide finish coats as well.

Laux Rez: Reg. U. S. Pat. Off.

10 Places to Add Beauty— Protection—Sales Appeal with

LAUX Rez

Sealer and Primer
Clear Synthetic Resin



5 smart color tones and clear
Cedar—Driftwood—Sage
Mahogany—Redwood
White Rez for 1-coat bleached effect
At paint, hardware, lumber dealers

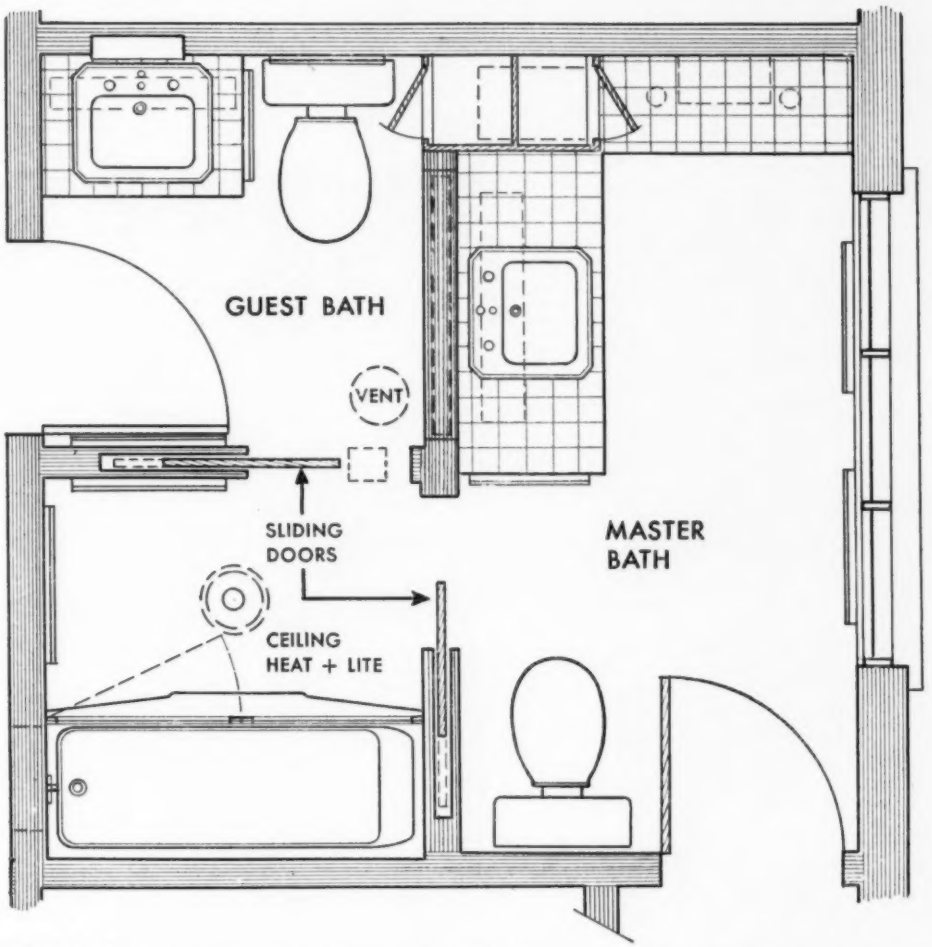
- Wood siding
- Wood frames
- Cabinets
- Shingles
- Beams
- Flush doors
- Paneling
- Wood fence
- Trellis
- Woodwork

MONSANTO CHEMICAL COMPANY
Merchandising Div., St. Louis 4, Mo.

MONSANTO

SERVING INDUSTRY... WHICH SERVES MANKIND

Another multi-duty bathroom plan



New 10′ x 10′ room serves as master bath, guest bath, and powder rooms

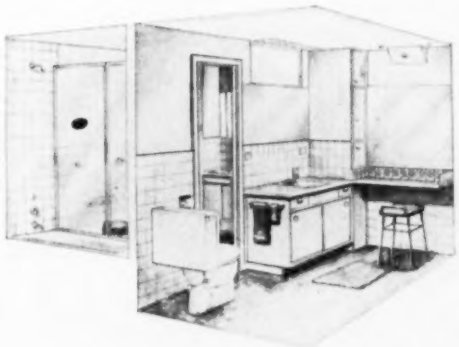
Here's a room that serves as both a master bathroom and separate guest bath . . . and as twin powder rooms too, when party crowds gather.

It's a model of versatile efficiency . . . the kind of room that can help sell any house.

Basically, the room consists of two sections, each with its own Crane lavatory and water closet, and a bathing compartment with Crane tub and shower. The bathing compartment is so designed that by sliding a door, it becomes an exclusive part of either section.

This is just one of many original room ideas that have been developed as part of Crane's service to builders. 46 such ideas are now available in the Crane Sketchbook of Ideas—all colorfully illustrated to help you show prospects your new room suggestions. Ask your Crane Branch or Crane Wholesaler for your free copy of this big, helpful book today.

This plan provides an even wider range of usefulness than two full baths, yet requires no more space or cost. *Architect:* Howard E. De Wolf, Lansing 8, Michigan.



CRANE CO.

GENERAL OFFICES: 836 SOUTH MICHIGAN AVE., CHICAGO 5

VALVES • FITTINGS • PIPE
PLUMBING AND HEATING

AMERICAN BUILDER BLUEPRINT HOUSE

BUILDER:
J. J. Nicholson, St. Louis, Mo.

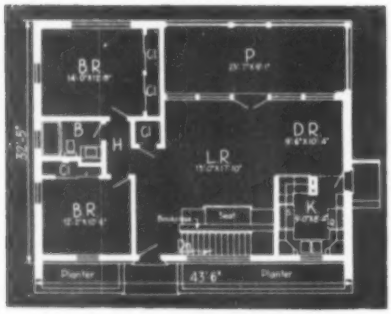
ARCHITECT:
Bernard McMahon, Clayton, Mo.

CUBIC CONTENTS including porch: ..... *28,000 cu. ft.*

COST: ..... *5.86 per cu. ft.*



The rear view shows the terrain and how the two porches were positioned to take advantage of the drop in grade



designing the house to site conditions

THE DESIGN of this house, built in Richmond Heights, Missouri, was determined by the contour of the lot, which is approximately level across the front and drops six feet to the rear. The house was also designed to harmonize with the structures on the adjoining lots. The result is a modern adaptation of a traditional colonial.

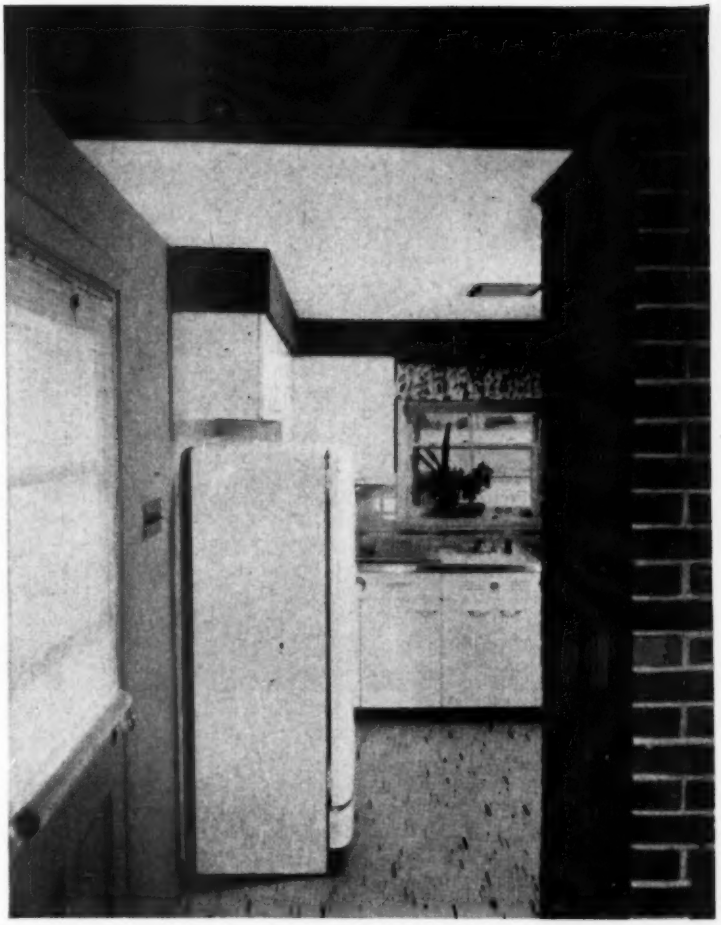
Professional restraint has been exercised in the use of exterior materials. The two end walls, including the wing extensions, a portion of the rear, the planter in front and the curtain wall up to bedroom window sill in front are all built up of red face brick laid up in flush white mortar joints. The balance of the walls, including gable ends, are faced with 1x10-inch vertical boards and battens. The roof is green asphalt shingle.

The plan is a two bedroom arrangement with a number of features that remove it from the ordinary. Chief among these features is a stair leading directly to the basement, with top riser about three feet from the front entrance door. This makes it possible to have direct access to the recreation room at a lower level, which is six inches above grade at rear. Windows and doors, which occur in a series on the side wall of this room, overlook or lead to the lower level open porch. Garage with turn-around space in front of door adjoins this area.

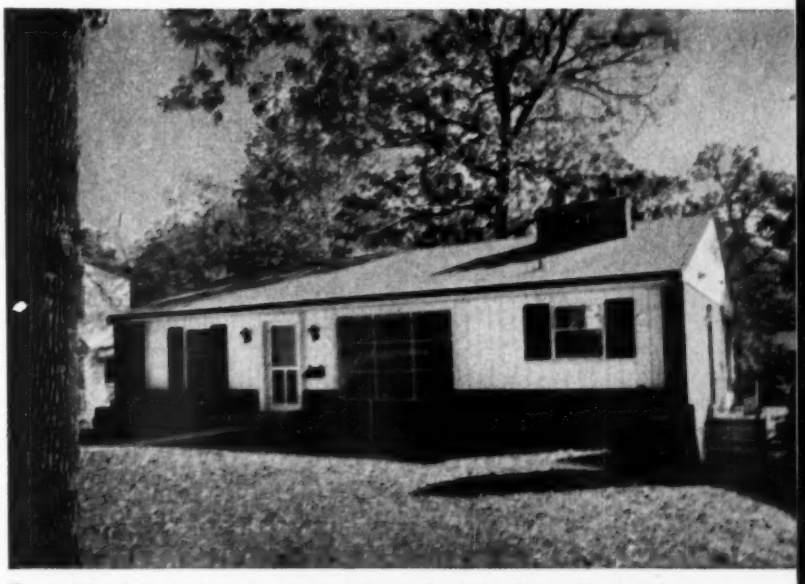
On the main floor level a planter and built-in seat adjoin the stair. While the plan does not indicate it, a fireplace is built integral with the furnace flue, extending from the indicated flue on the plan over to the living room wall. On the opposite wall a battery of windows and doors provides access to the adjoining top level porch.

The ceiling of the living room follows the slope of the roof with built-up wood beams placed at regular intervals. The light trough is formed on both sides by extending ceiling rafters of the porch and of the low

(*Continued on page 36*)



Looking into kitchen from dining area. Exposed brick of the fireplace forms a separation between the two rooms



Front of the house presents a one-story view to the street. End walls of brick are extended to receive roof overhang



For complete one-quarter-inch working plans of this house, write *American Builder Home Plan Service*, 79 West Monroe Street, Chicago 3, Illinois.

Built-up wood beams that produce a truss effect are used in ceiling of living-dining area. Plaster surface follows contour of roof. Light troughs on both sides are extensions of framing for low ceilings

ceiling over the stair beyond the high point of the living area ceiling.

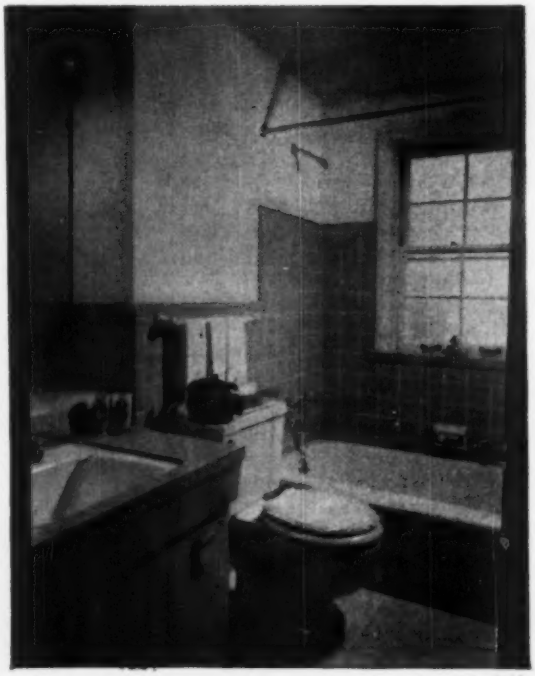
The plan provides for good circulation from the living to the quiet area of house. The several zones of living and service are well separated. The fireplace forms the separation between kitchen and dining space with a four-foot opening between it and the outside wall. All brick walls of the fireplace are left exposed in the rooms in which they occur. Position of kitchen service door opening onto the adjoining platform facilitates deliveries.

This house was placed on a 65x120-foot lot and was completed and offered for sale by the builder in 1953 for $26,500.

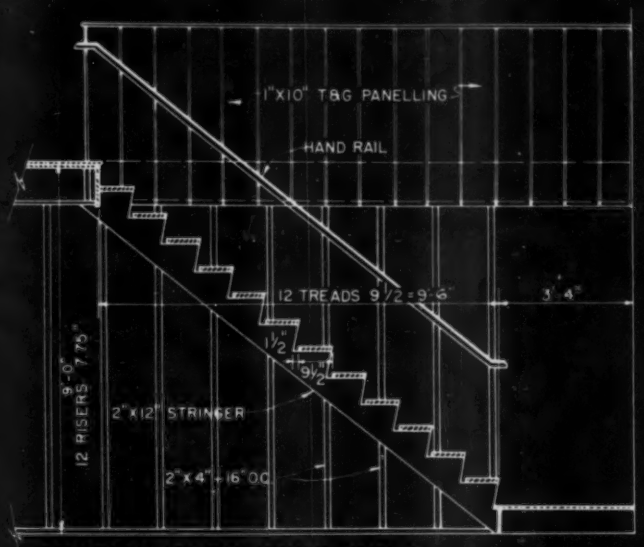
See Gatefold Blueprint for complete working drawings —quantity list of materials

BRAND NAME PRODUCTS USED

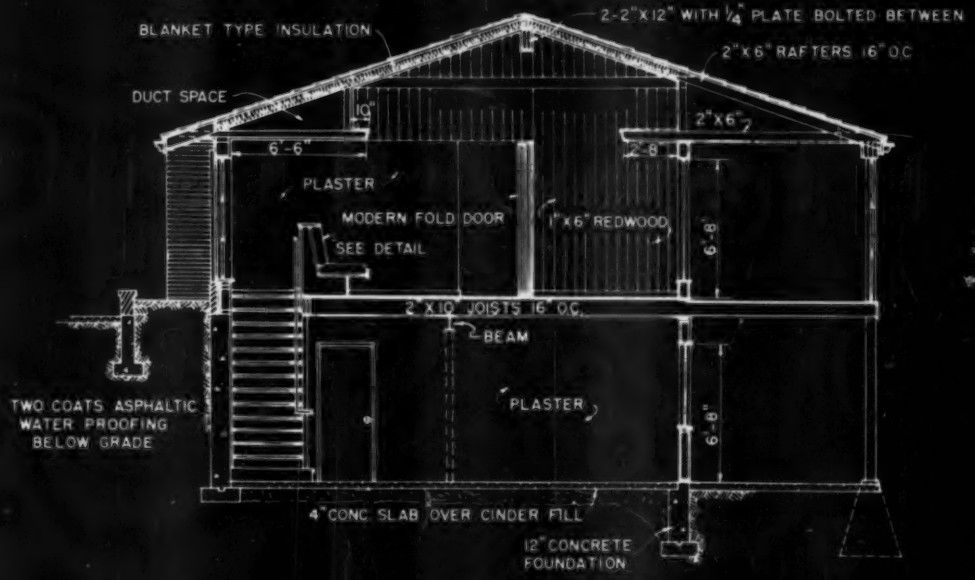
Armstrong floor tile
Baldwin water heater
Bennett-Ireland fireplace damper
Bryant warm-air gas furnace
Elgin steel kitchen cabinets
In-sink-erator garbage disposer
Old American asphalt shingles
Overhead garage door
Phelan-Faust paint
Kwikset hardware
Richmond plumbing fixtures
Rock-Wool insulation
R-O-W windows
Schlage hardware
Stilecraft aluminum screens
Temlok sheathing



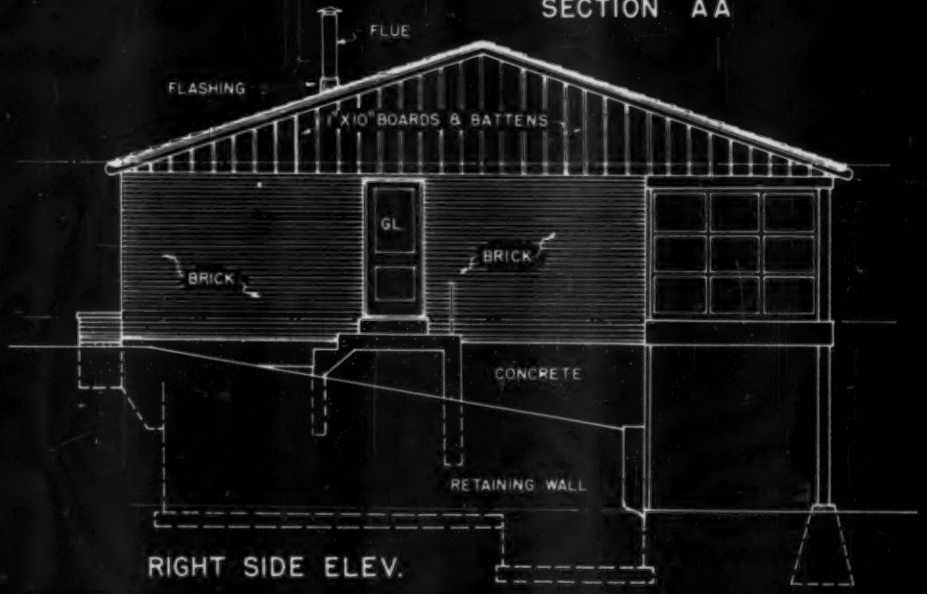
Gray clay tile walls provide the background for white bathroom fixtures and floor



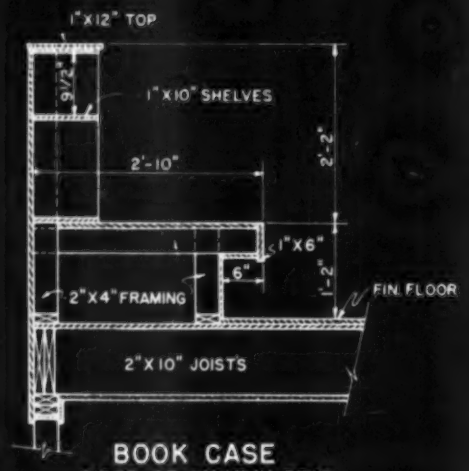
SECTION THRU STAIR WELL



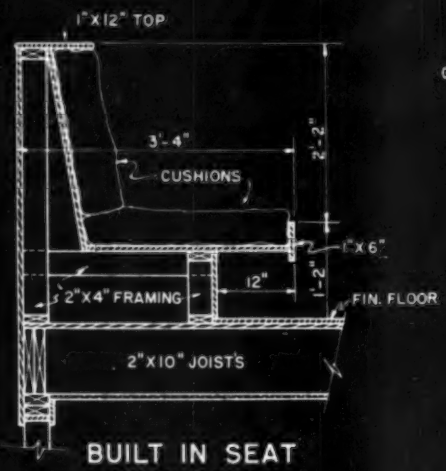
SECTION AA



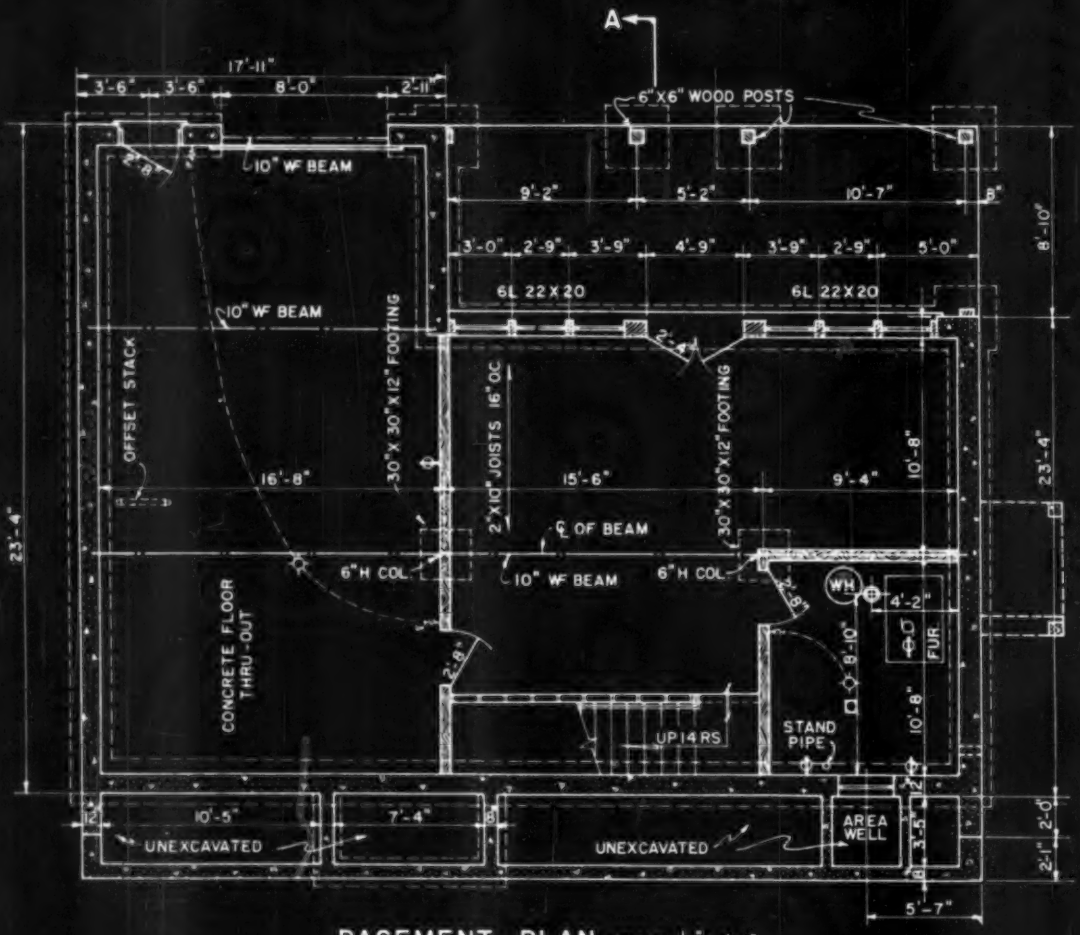
RIGHT SIDE ELEV.



BOOK CASE
SIDES OF BUILT IN SEAT
SCALE ½" = 1'-0"



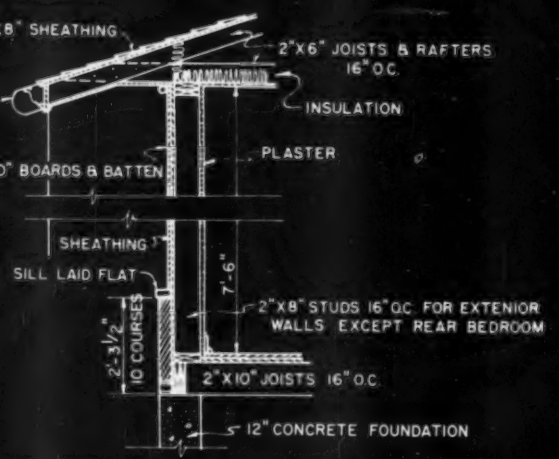
BUILT IN SEAT
LIVING ROOM
SCALE ½" = 1'-0"



BASEMENT PLAN SCALE ⅛" = 1'-0"

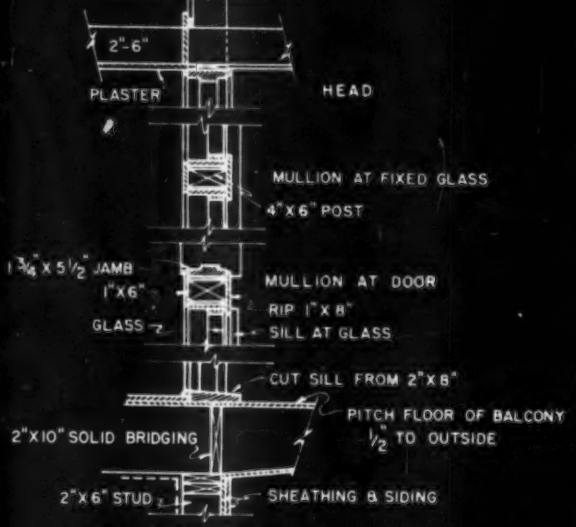
A

TURN FOR ELEVATIONS, DETAILS AND QUANTITY LIST OF MATERIALS



TYPICAL SECTION OF FRONT WALL

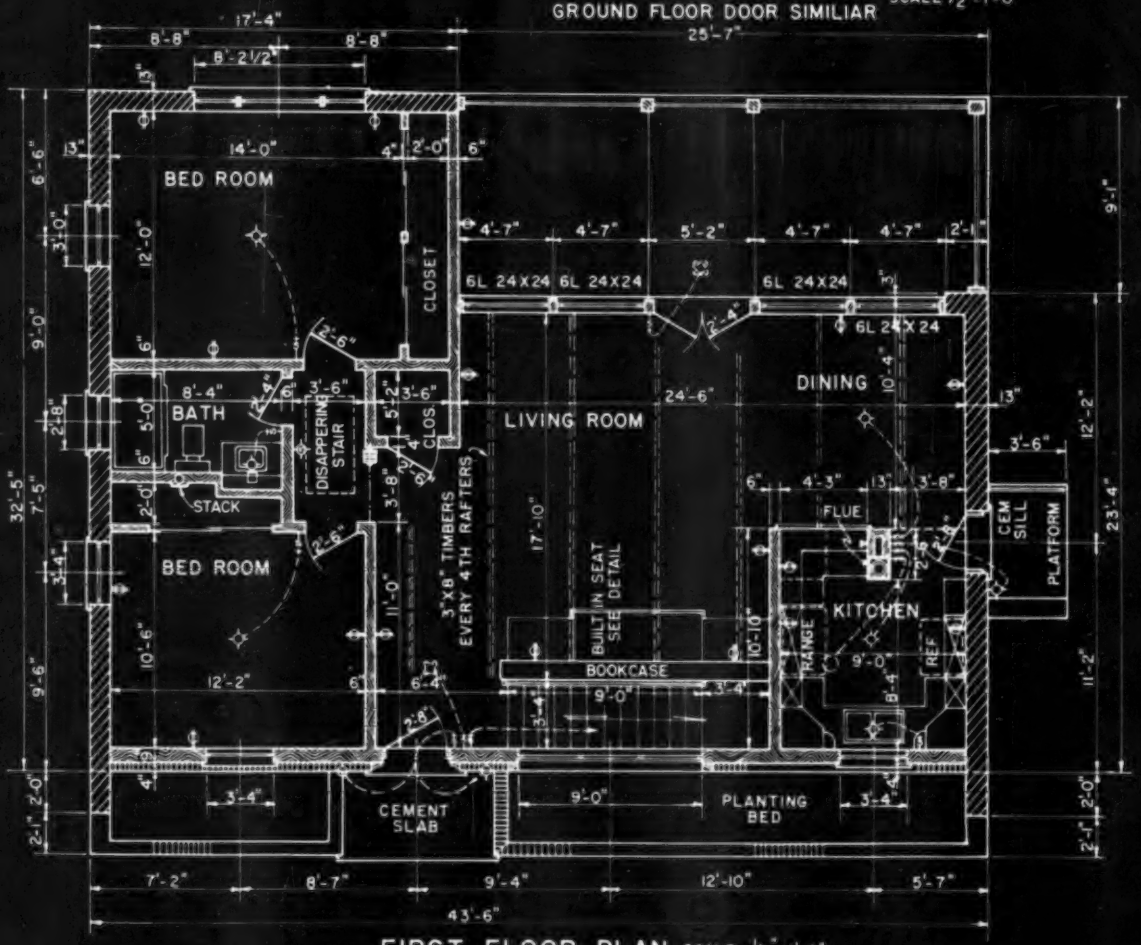
SCALE ¼" = 1'-0"



BALCONY DOOR

GROUND FLOOR DOOR SIMILIAR

SCALE ½" = 1'-0"



FIRST FLOOR PLAN SCALE = ⅛" = 1'-0"

NOTE: ALL DOORS 6'-8" HIGH UNLESS OTHERWISE NOTED

DESIGN NO. A.B. 197

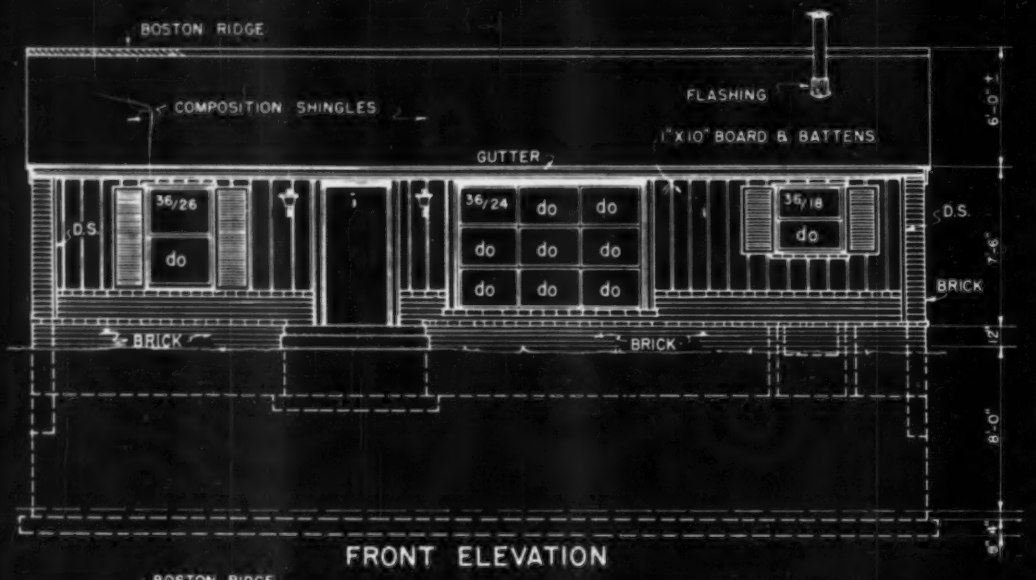
AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

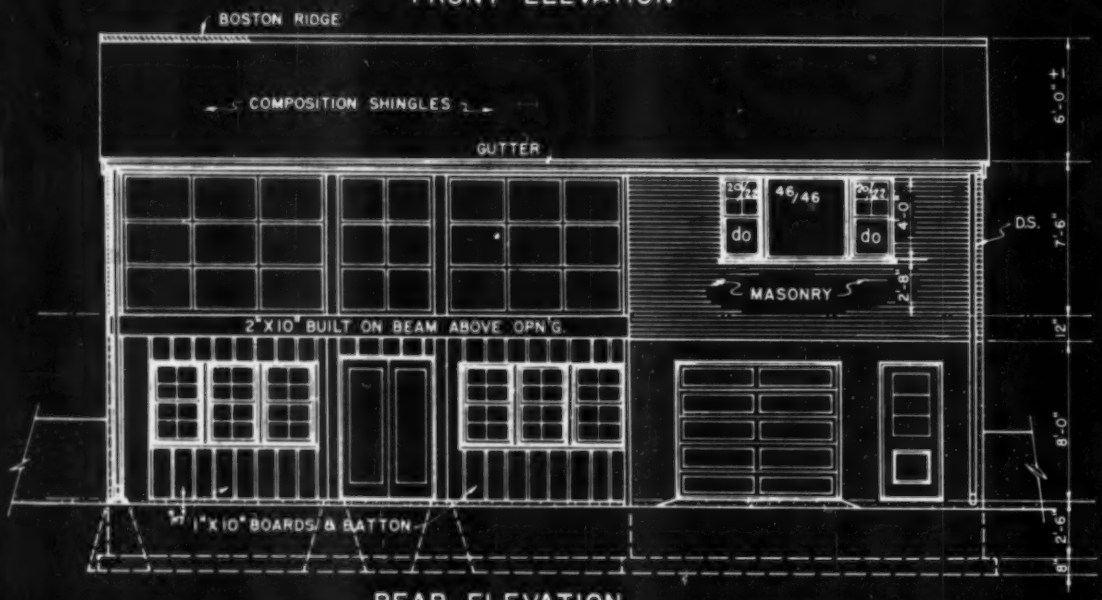
BERNARD MC MAHON ARCHITECT

CLAYTON 5, MO.

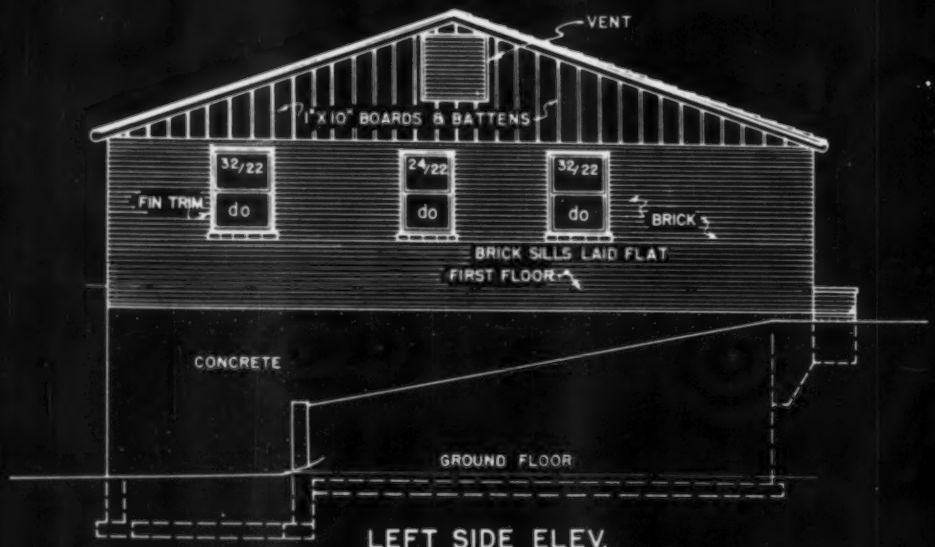
Simmons-Boardman Publ., Corp. 79 W. Monroe St., Chicago 3, Ill.



FRONT ELEVATION



REAR ELEVATION



LEFT SIDE ELEV.

SCALES 1/8" = 1'-0"

Quantity List of Materials

For American Builder Blueprint House No. AB 197

Bernard McMahon, Architect

General Information

House — Type ..... frame and masonry combination
Area ..... 1,400 sq. ft.
Cube ..... 28,000 cu. ft.
Height taken for cube was 20 feet
Garage and porch area ..... included in house

Excavating

Trench for footings ..... 164 lin. ft.
Column footings 5
Excavation for basement ..... 370 yds.

Cement Work

Foundations ..... 1,500 cu. ft.
Concrete work ..... 1,338 sq. ft.
Thickness ..... 4 in.
Stoops ..... 53 sq. ft.
Anchor bolts ..... 24 — ½" x 8"
Waterproofing ..... 350 sq. ft.
Miscellaneous ..... no retaining walls included

Masonry

Type ..... brick
Walls ..... 800 sq. ft.
Window sills ..... flat bricks
Chimney ..... package
Lintels ..... 1 — 10" WF beam — 10 lin. ft.

Iron Work

Structural ..... 1,937 lbs.
Columns ..... 2 — 6" H columns — 8'0"
Miscellaneous ..... 10" WF beam — 33 lin. ft.

Millwork

Windows — Type ..... double hung and fixed
Material ..... wood
Windows — Glazed including trim
Fixed ..... 1 — 9 lt. — 36" x 24"
1 — 1 lt. — 46" x 46"
4 — 6 lt. — 24" x 24"
Double hung ..... 1 — 2 lt. — 36" x 26"
1 — 2 lt. — 36" x 18"
2 — 2 lt. — 20" x 22"
2 — 2 lt. — 32" x 22"
1 — 2 lt. — 24" x 22"
6 — 2 lt. — 22" x 20"
Exterior doors — Material ..... wood
Exterior doors
Flush entrance door ..... 1 — 2' 8" x 6' 8"
1 lt. French doors ..... 2 pair — 2' 4" x 6' 8"
1 lt. cross panel ..... 3 — 2' 8" x 6' 8"
Garage door — upward acting ..... 1 — 8' x 7'
Exterior millwork
Shutters ..... 1 pair — 18" x 42"
1 pair — 18" x 60"
Louvers ..... 1 — 36" x 36"
Special "egg crate" screens ..... 1 — 10' 0" x 7' 0"
2 — 8' 6" x 7' 0"
1 — 4' 9" x 7' 0"
Interior doors — including jambs and trim .. 2 — 2' 8" x 6' 8"
3 — 2' 6" x 6' 8"
1 — 2' 4" x 6' 8"
Special interior doors
Folding door ..... 1 — 3' 8" x 7' 6" opg.
Sliding doors ..... 2 — 3' 0" x 6' 8"
4 — 2' 6" x 6' 8"
Special interior millwork
Stairs — Disappearing stairs 1
Carpenters stairs (14 risers) 1
Stringers ..... 2" x 12"
Built-in seat between 2 living room bookcases 1
Bookshelves above seat ..... 13 lin. ft.
Lower kitchen cabinets ..... 12 lin. ft.
Upper kitchen cabinet cases ..... 19 lin. ft.

Carpentry

Beams and girders ..... 4 — 2" x 10" — 26' 0"
3 — 6" x 6" posts — 8' 0"
1 — 3" x 6" posts — 8' 0"
16 — 4" x 6" — 8' 0"
Built-up beam with ¼" plate for 30' length .. 2 — 2" x 12"
Foundation plates ..... 2" x 4" — 80 lin. ft.
2" x 8" — 50 lin. ft.
Joists ..... 13 — 2" x 10" — 10' 0"
46 — 2" x 10" — 12' 0"
20 — 2" x 10" — 22' 0"
Bridging ..... 1" x 3" — 300 lin.ft.
Studding and plates — Studs ..... 120 — 2" x 4" — 8' 0"
32 — 2" x 8" — 8' 0"
Plates ..... 2" x 6" — 150 lin. ft.
2" x 4" — 375 lin. ft.
Ceiling joists ..... 14 — 2" x 6" — 20' 0"
29 — 2" x 6" — 18' 0"
10 — 2" x 6" — 12' 0"
Roof rafters ..... 34 — 2" x 6" — 20' 0"
34 — 2" x 6" — 18' 0"
Framing lintels (for 2 pieces, 9' 0") .. 1 — 2" x 6" — 18' 0"
Subfloor — to be covered ..... 1,300 sq. ft.
Roof sheathing — to be covered ..... 1,600 sq. ft.
Side wall sheathing — to be covered ..... 500 sq. ft.
Side wall materials ..... 1" x 10" boards — 700 bd. ft.
1" x 2" batts — 500 lin. ft.
Furring — required .... 1" x 4" on 16" centers — 900 lin. ft.
Carpenter stairs — Stringers ..... 2 — 1" x 12" — 26' 0"
Treads ..... 12 — 1" x 10" — 3' 6"
Flooring — Hardwood ..... 850 sq. ft.
Softwood ..... 150 sq. ft.
Exterior material
Soffits — balcony ceiling ..... 260 sq. ft.
Insulation ..... 4" batts — 1,428 sq. ft.
2" blankets (front wall only) — 300 sq. ft.

Sheet Metal

Gutters ..... 86 lin. ft.
Downspouts ..... 2 — 16' 0"
2 — 8' 0"
Flashing ..... around flue only

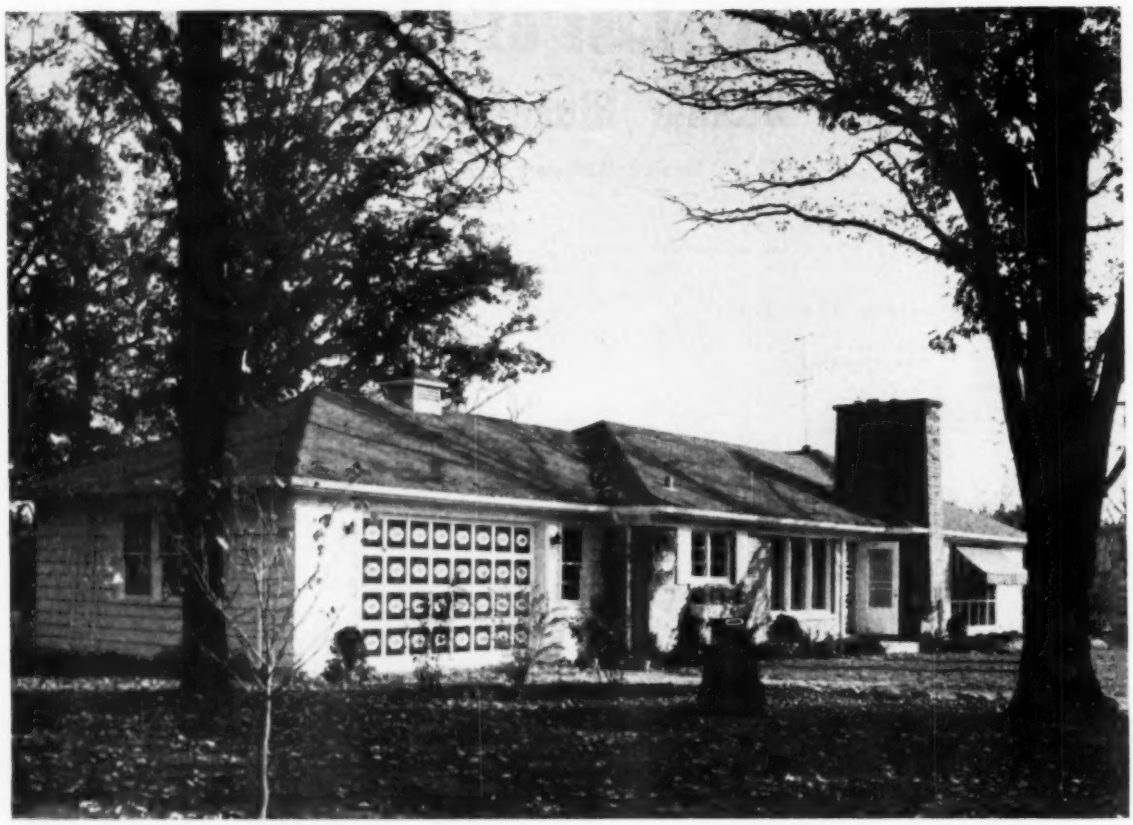
Roofing

Type ..... composition asphalt shingles
Area ..... 16 squares

Interior Walls

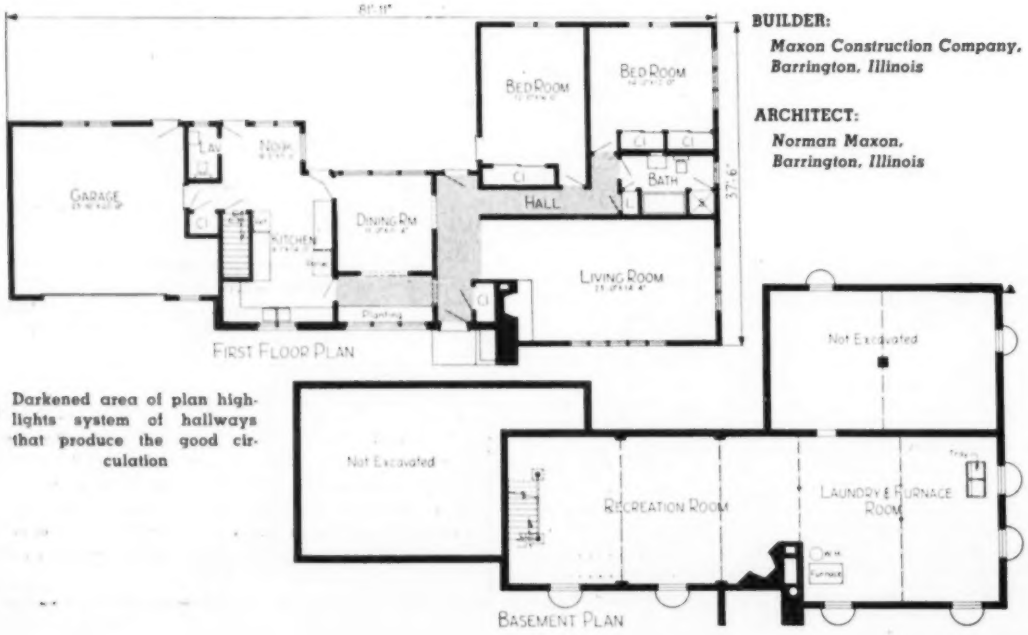
Wall area to be covered — Redwood ..... 275 sq. ft.
Plaster ..... 3,000 sq. ft.
Ceiling area to be covered — plaster ..... 1,200 sq. ft.

● *This quantity list will be subject to variation depending on the common practice in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.*



Front Cover House

how to get good circulation and an open plan

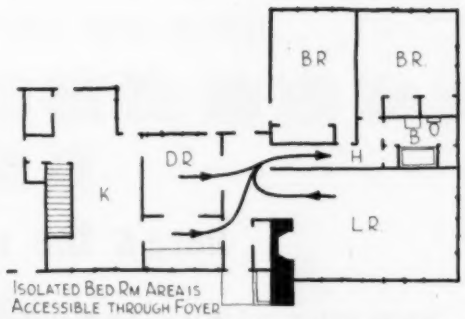


Darkened area of plan highlights system of hallways that produce the good circulation

BUILDER:
Maxon Construction Company, Barrington, Illinois

ARCHITECT:
Norman Maxon, Barrington, Illinois





Living room: Openings at the far end lead to the kitchen (left) and the dining room (right). Fireplace extension forms separator between living room, foyer

Kitchen-foyer hall bypasses dining room, taking that room out of a traffic lane (see sketch)

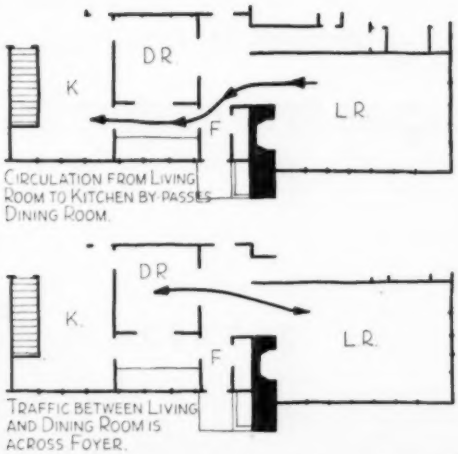
USUALLY good circulation is sacrificed for open planning, or, if open planning is the basic approach, good circulation is compromised. Generally, the former affords privacy in individual rooms through hallway traffic lanes, while open planning, with large areas, makes a throughfare of the room itself.

In this custom-built house, Maxon Construction Company, Barrington, Illinois, architects and builders, have achieved good circulation and open planning. The secret is a design featuring short hallways leading into a large foyer. Room openings to the foyer or hallway are larger than usual, permitting clear views from one room to another.

The hallways afford a workable traffic pattern because circulation from one room to the other is through a short, easy route that assures privacy to the individual room.







Kitchen-foyer as seen from the dining room shows the large openings that give illusion of open planning

here's the rundown on

NATIONAL HOME MONTH

NATIONAL HOME WEEK

celebrations of 1953

Once again—during the month of September—home builders, contractors, lumber dealers, manufacturers and suppliers joined hands in a gigantic festival celebrating American home building skill and ingenuity. From all sections of the nation we have gathered facts and figures to make this summation of what was accomplished during the red-letter month of the year in light construction

(See also the portfolio of leading houses built for National Home showing, beginning on page 46.)

These communities had National Home Week or Month Celebrations

Albany, N. Y.
Amarillo, Texas
Atlanta, Ga.
Austin, Texas
Baltimore, Md.
Battle Creek, Mich.
Bettendorf, Ia.
Birmingham, Ala.
Bluefield, W. Va.
Buffalo, N. Y.
Canton, Ohio
Charlotte, N. C.
Chicago, Ill.
Cleveland, Miss.
Cleveland, Ohio
Colorado Springs, Colo.
Columbus, Ohio
Contra Costa County, Calif.
Dallas, Texas
Davenport, Iowa
Dayton, Ohio
Denver, Colo.
Des Moines, Iowa
Detroit, Mich.
Enid, Okla.
Fort Dodge, Iowa
Fort Wayne, Ind.
Grand Rapids, Mich.
Greenville, Miss.
Hartford, Conn.
Houston, Texas
Indianapolis, Ind.
Johnstown, Pa.
Kansas City, Mo.
Kenosha, Wis.
Knoxville, Tenn.
Lewiston, Me.
Lincolnton, N. C.
Little Rock, Ark.
Long Island, N. Y.
Los Angeles, Calif.
Louisville, Ky.
Madison, Wis.
Manchester, N. H.
Mansfield, Ohio
Memphis, Tenn.
Milwaukee, Wis.
Minneapolis, Minn.
Moline, Ill.
Muncie, Ind.
Nashville, Tenn.
New Athens, Ill.
New Orleans, La.
No. New Jersey (Hackensack)
Oakland, Calif. (Gr. East Bay)
Oklahoma City, Okla.
Omaha, Nebr.
Pittsburgh, Pa.
Portland, Ore.
Portsmouth, Ohio
Providence, R. I.
Racine, Wis.
Rochester, N. Y.
Rock Island, Ill.
Sacramento, Calif.
St. Louis, Mo.
St. Paul, Minn.
Salt Lake City, Utah
San Diego, Calif.
San Fernando Valley, Calif.
San Francisco, Calif.
Santa Ana, Calif.
Seattle, Wash.
Sioux City, Iowa
South Bend, Ind.
South Florida (Miami)
South Jersey (Camden)
South Texas (Corpus Christi)
Spokane, Wash.
Springfield, Ohio
Syracuse, N. Y.
Tulsa, Okla.
Washington, D. C.
Westchester County, N. Y.



DEMONSTRATION HOUSES PREPARED FOR NATIONAL HOME SHOWING





= 400



VISITORS





= 500,000



NUCLEOUS SALES MADE DURING THE CELEBRATION*





= $5,000,000

In addition, an incalculable volume made later as National Home Month's influence spread

LEADERS IN '53

HOUSES BUILDERS WERE PROUD TO SHOW

House production for the National Home Month and National Home Week programs this year reached an unusually high level of excellence in design and construction. Rarely has the American Builder *seen as fine a collection of merchant-built houses. In the following pages is presented a round-up of some of the leaders. Space in this issue prohibits the publication of the many more that deserve recognition*



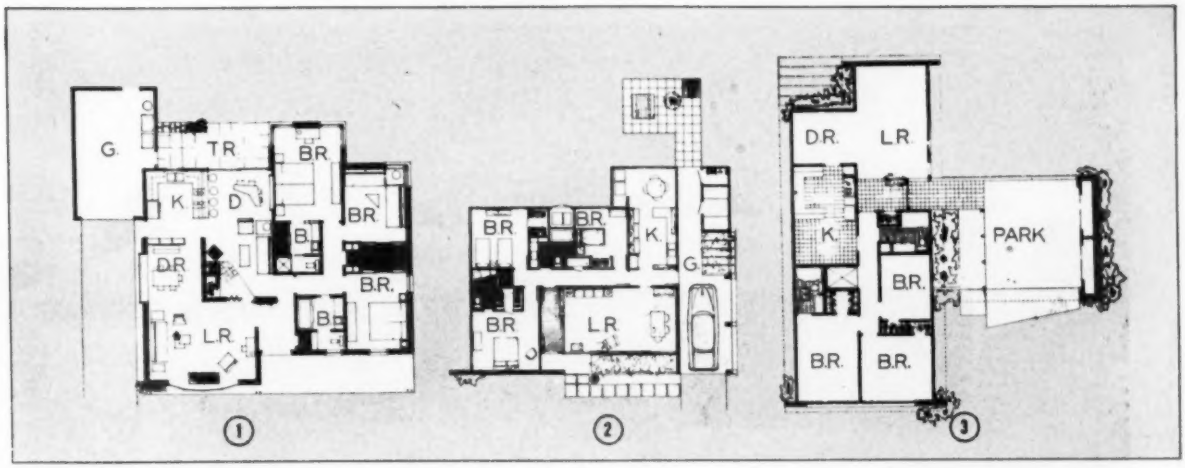








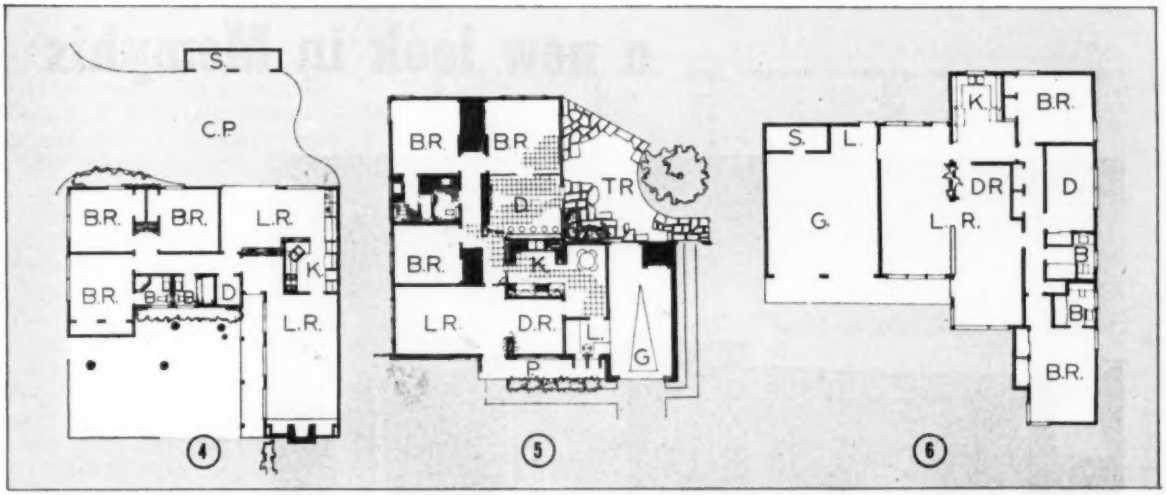




1,500 square feet by Comora Cone, and featured as a "Woman's Home." It sold for $23,500, with air conditioning

1,564 square feet by F. A. Ogren. It sold for $22,500 and was featured as a home for indoor-outdoor living. Air conditioned

1,441 square feet by Bellwood Builders. It sold for $17,500 and builder has contract to duplicate house. Air conditioned



1,500 square feet by John Wells. Sold for $21,900 including carpeting, drapes kitchen built-ins. Three contracts to duplicate

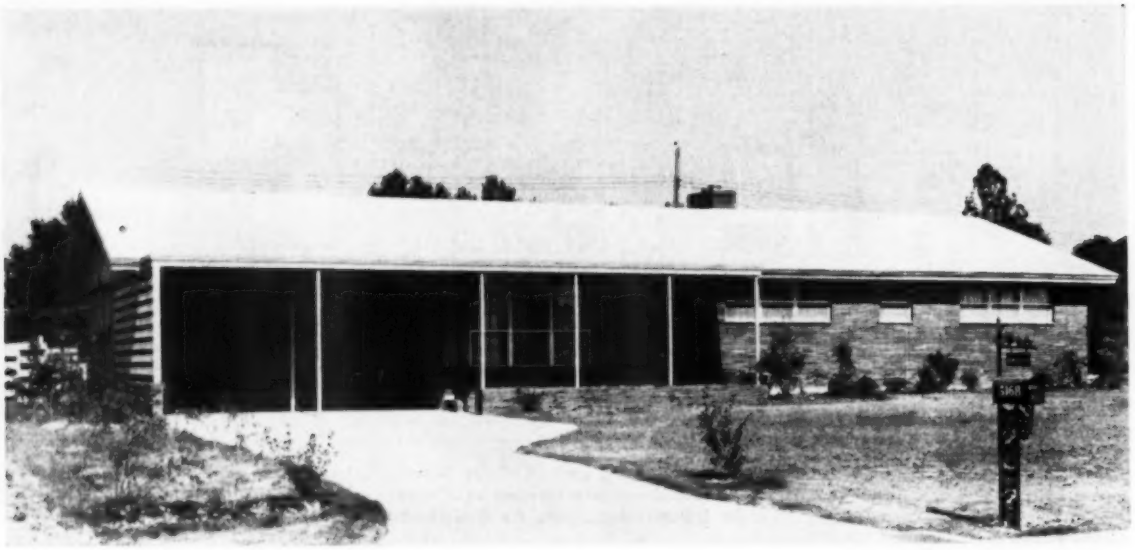
1,500 square feet by W. G. Holbrook. Sold for $17,500 and the builder obtained two contracts to duplicate the house

1,555 square feet not including garage, by the Southern Builders. The house sold during the Parade for $16,400

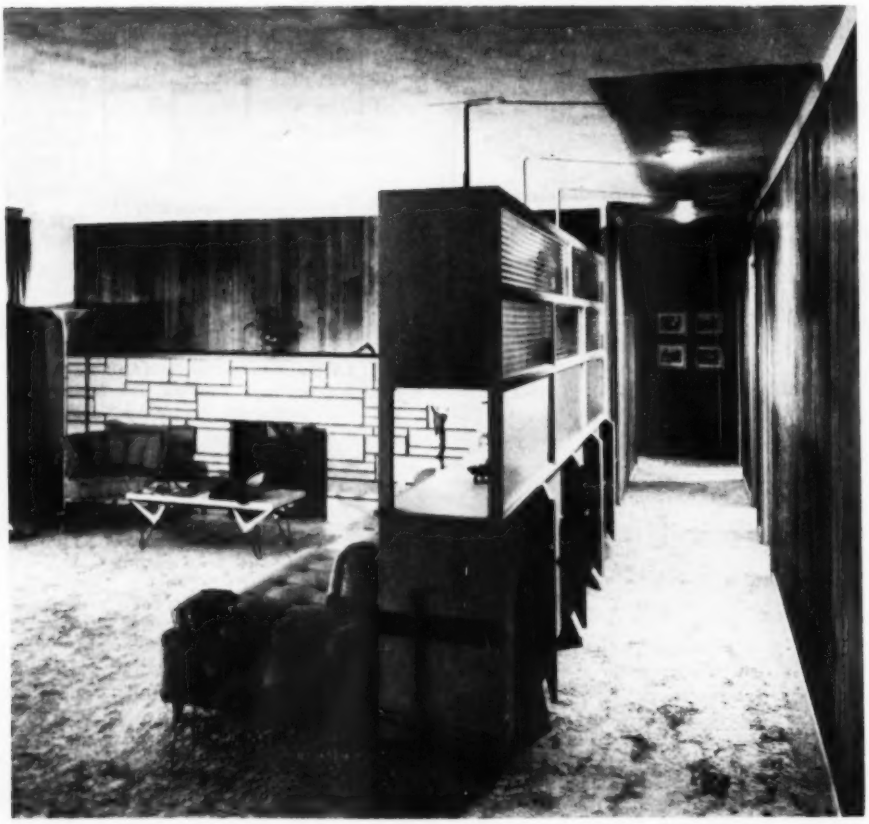
six houses from the Houston parade

One of the most elaborate and best organized of the one-street Parades of Homes was staged in Houston by the Home Builders Association. This Parade included 31 furnished houses, all designed for better living in the gulf coast area, and represented an investment in excess of $500,000. A remarkable variety in design was achieved, from house to house, yet the overall effect of the street was one of harmony and good taste. Design features that stood out:

Air conditioning; indoor-outdoor living features including facilities for outdoor cookery; family entertainment center; built-ins and emphasis on closet and storage facilities; counter-top ranges and separate built-in ovens; area for breakfast dining in the kitchen; open planning whereby the wall of one room can be folded back or slid back to open up one large area; use of tile, rubber tile, cork and brick as flooring materials; attached garages—all the houses have them; outside materials brought inside; emphasis on full tile baths in color.



a new look in Memphis



Cabinet partition of living room is not only functional (for storage) and decorative (shelves for books and bric-a-brac) but is designed to give feeling of light and spaciousness to hall leading to bedrooms

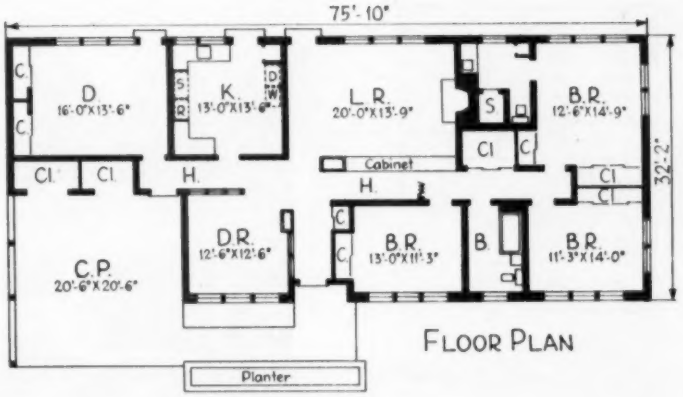


ONE of a group of five houses of similar design being built by Trezevant & Kelly in Memphis. This one, the first completed, sold at NHW time for $34,000, including carpeting and drapes. A truss roof design with a clear span of 32 feet 6 inches has allowed complete freedom of wall design. Roof is 6-ply built-up tar and felt topped with marble and stone which reflects heat and helps the all-year air conditioning system.

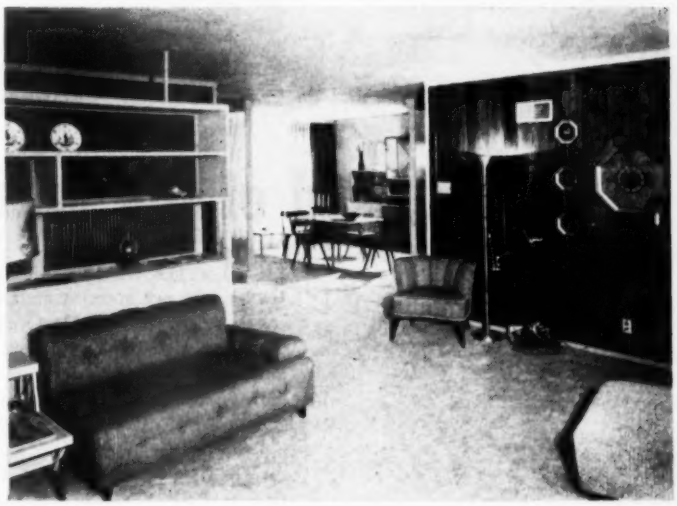
The return air system takes advantage of the space between the concrete floor slab and the wood finish floor, which is on 2x4 sleepers. By returning the air through this space a more uniform floor temperature is obtained, and the chance of the floor cupping or opening up has been minimized.

The amount and variety of wall paneling is unusual: den is in Parana pine from Brazil, guest room is in oak, living room in walnut, children's room in cherry, master bedroom in red gum. Fluted glass floor-to-ceiling panels enclose dining area on two sides. Also unusual is the cabinet which functions as a wall between living room and corridor to bedrooms.

Robert H. McCarty, Jr., was the architect.

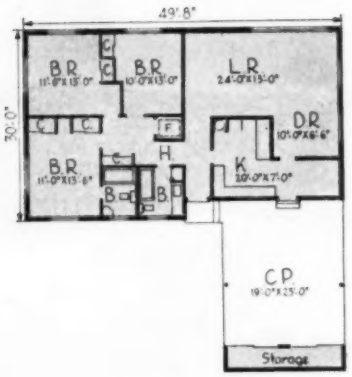


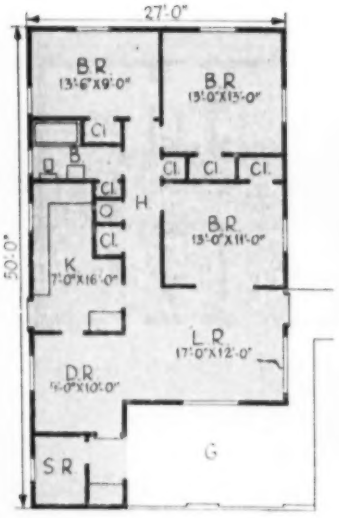
FLOOR PLAN





Little Rock turned out full force to look at 16 models. One builder counted 20,000 visitors; others had between 10-15,000







at the head of the parade in Little Rock

LITTLE ROCK's Parade of Homes was not concentrated on one street, as was the case last year, but was scattered all over town. "The public liked this better, since the price range could vary, from $14,250 to $45,000. Everybody was pleased with the results." Eighteen direct sales were credited to the Parade, with dollar volume of $365,750; orders to build amounted to $400,000. Two popular models:

Top: all-year air conditioning in a middle income house. This house sold for $19,950 including lot in a tract of others like it, an eventual total of 700 such houses, reputedly one of the largest air conditioned projects. Fausett & Company is the builder. Architects were William Van Valkenburg and Birch Henry.

Bottom: A small 3-bedroom house built and designed by Roland R. Keesee in the $15,500 bracket.

FOLLOW-THROUGH

that's good for you!



. . . you really get it from your RO-WAY Distributor!

Your RO-WAY Distributor has the finest overhead type doors for all your jobs—residential, commercial and industrial. He's proud to bring you such outstanding RO-WAY features as: Taper-Tite tracks and Seal-A-Matic hinges; Double-Thick tread rollers; famous Power-Metered springs; the better designing, engineering and construction that give RO-WAY doors their exceptional long life of easy-up, easy-down operation.

But he has something else to offer which is just as vital to customer satisfaction. That's the *extra care* with which he handles every *installation detail!*

Call it "follow-through" or "thoroughness" or "pride in a job well done." It's all these things and it's mighty important to you. It means you can save time by depending on your RO-WAY Distributor to help select the proper size and type of RO-WAY door for the appearance and service requirements of each installation. It means you always know your RO-WAY Distributor shares your own interest in seeing that every job is done *right!*

We think that's the kind of man you like to do business with. So remember—on your next job call your RO-WAY Distributor for "follow-through" that's good for you.

SEE OUR CATALOG IN SWEET'S

Ro-Way
OVERHEAD TYPE DOORS

ROWE MANUFACTURING CO.
737 Holton St., Galesburg, Ill.

there's a Ro-Way for every Doorway!

It Pays to Call Your RO-WAY Distributor First —On Any Job!

Look in your classified telephone directory, or write for his name and address. He's an important member of a nation-wide network of selected sales and installation engineers.

He has a wide choice of RO-WAY doors to show you, in both standard and special sizes and styles—for practically every residential, commercial and industrial need.

"DELTA Tools on the job save us

BUYS ROUGH LUMBER, DOES ALL FINISHING AND DELTA CIRCULAR SAW AND JOINTER. Savings



Look inside this luxury home costing roughly $75,000, and you'll find a Delta Circular Saw and Jointer turning rough lumber into accurately sized finished stock, cabinet work, mill work and special items.

DELTA MILWAUKEE

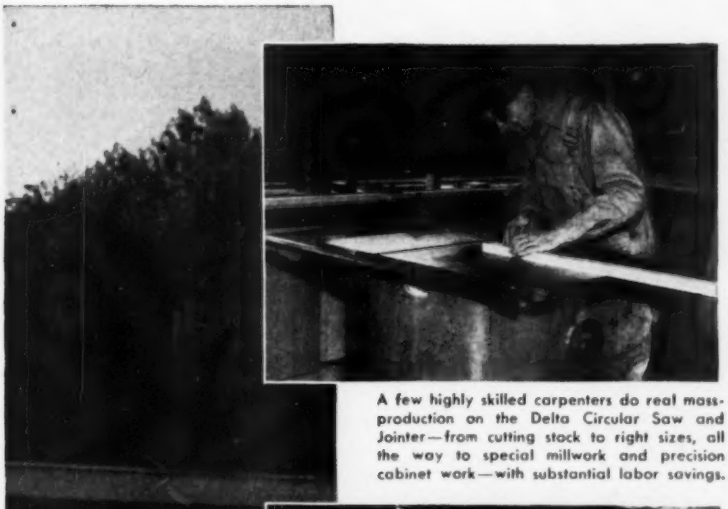
DELTA QUALITY MAKES THE DIFFERENCE



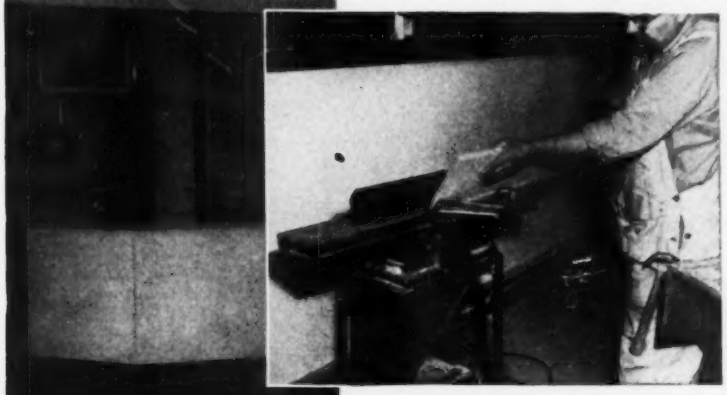
a third or better on labor,"

MILL-WORK WITH *Passed Along To Owner*

says MAYNARD SHELDON, luxury home builders of Cleveland



A few highly skilled carpenters do real mass-production on the Delta Circular Saw and Jointer—from cutting stock to right sizes, all the way to special millwork and precision cabinet work—with substantial labor savings.



In addition to "finish" edges the Delta Jointer performs fine bevel cuts on plywood used for cabinet shelves.



Cabinet work and mill work, all special, must be done "on the job." That's one reason Delta Tools are called "indispensable."

"In building custom-designed homes ranging in price up to $75,000, we put our Delta Tools right into the house, move them from room to room, and fabricate the whole job from the inside," says Sheldon.

"To keep our costs in line, in building these fine homes, we employ a handful of highly skilled carpenters and turn out a tremendous amount of precision work *fast*—all the finishing, many cabinets, all mill-work, numerous complicated details. Our method cuts the carpentry cost by at least one-third; and enables us to pass a substantial saving to the owner. We have used Delta Tools for years—and couldn't get along without them."

This is the non-secret "trade secret" of lower costs being achieved today by leading contractors in growing numbers—a cost-cutting, job-improving secret that can be yours!

Look into it, as a matter of basic "good business." Talk to your Delta dealer, listed in the Classified Phone Directory under "Tools" or "Machinery." Also use the coupon to get the new Delta Catalog.

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DELTA POWER TOOL DIVISION
Rockwell Manufacturing Company
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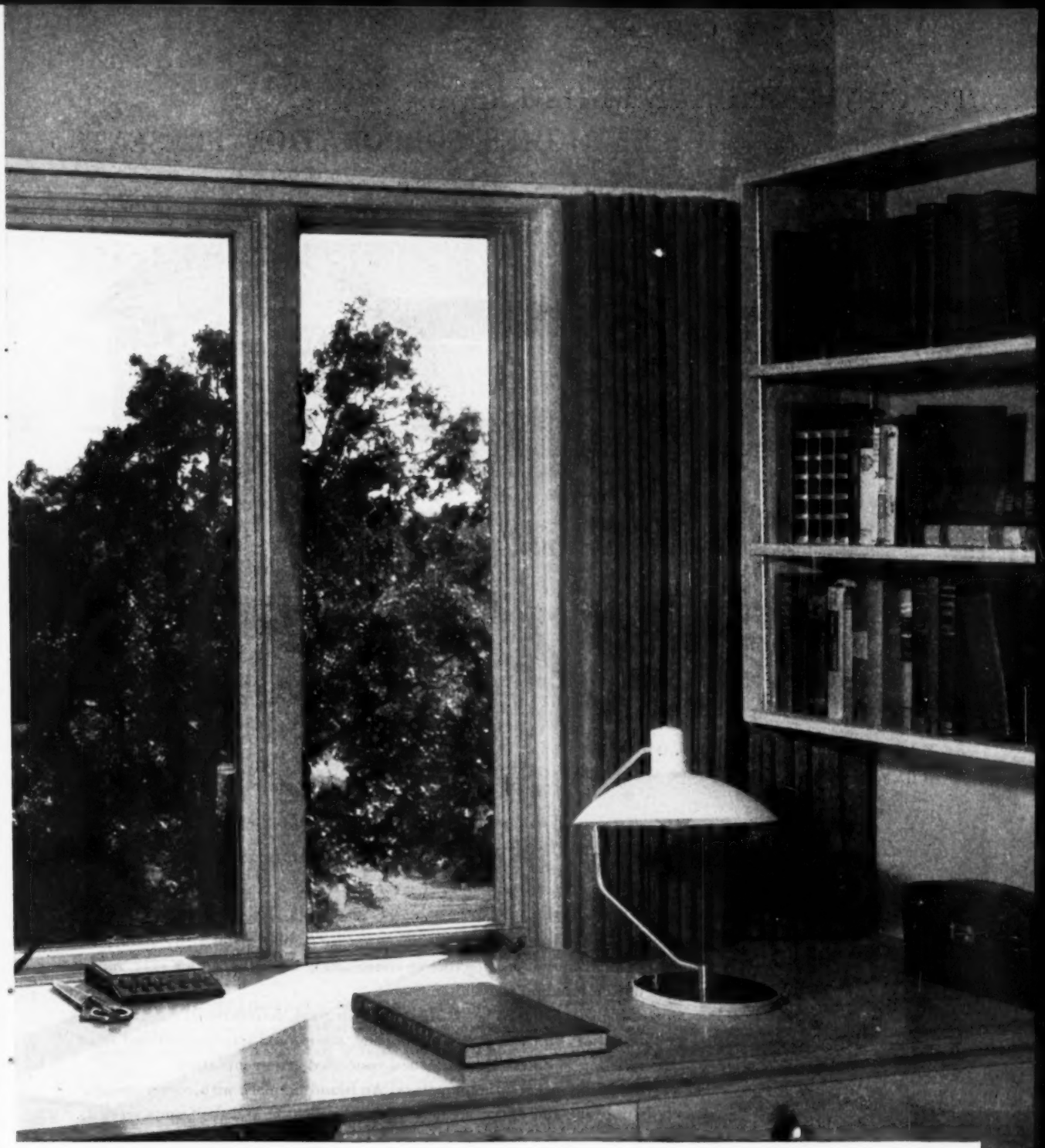


Andersen Casements now also available in sash width 4½" wider than illustrated here.

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and comfort...

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*Windowalls**



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COMPLETE **WOOD** WINDOW UNITS

Sell Andersen WINDOWALLS For Remodeling Profits

Use WINDOWALLS for porch enclosures. For extra rooms. For attic dormers. For modernizing kitchens.

For specification data see your millwork dealer, Sweet's Light Construction File or write Andersen Corporation.

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The CAPRI by Modern Homes Corporation, is a new, brilliantly styled Contemporary in the popular 1500 square foot class, designed, not by factory men but by architects; not a modification of California architecture or construction but designed for year 'round comfort in the northern half of the United States.

It combines the economies of pre-fabrication with good, conventional construction, full insulation, all large glass Thermopane, storms and screens, louvered cross ventilation, deep solar canopy, new concealed attic ventilation.

The CAPRI is intelligent, Contemporary. An island fireplace with corner opening serves both living and dining areas. Free-standing closet and shelf units serve as mobile walls. Three big bedrooms all take twin beds. Vanity-lavatories with mirrored double cabinets in bath AND in master bedrooms are tops in style and convenience. Big kitchen takes all appliances plus breakfast set. Closets and storage space are exceptional.

Plans are completely flexible with four orientations for wide lots and four for narrow lots, *all retaining the beauty of the unique CAPRI design.* Slab, crawl space or basement construction with the new, thrifty Klear-Span Floor System.

This is a home you can build with pride and sell with confidence. It has custom design and custom quality throughout, yet, you can price it at up to 20% less than a comparable site-built home and still make your full profit.

This is your Golden Opportunity.



..AND THE *Capri*

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1 **Discover the QUALITY and ECONOMY of CONVENTIONAL pre-fabrication.**

2 **Build and sell the beautiful, new CAPRI—a brilliantly styled Contemporary, created for YOUR local climate—not for California.**

3 **Cash in on the CAPRI ADVERTISING CAMPAIGN in leading big-circulation, home magazines.**

4 **Cash in on LOCAL publicity, advertising, sales promotion, sales training, ALL PREPARED AND PACKAGED FOR YOU.**

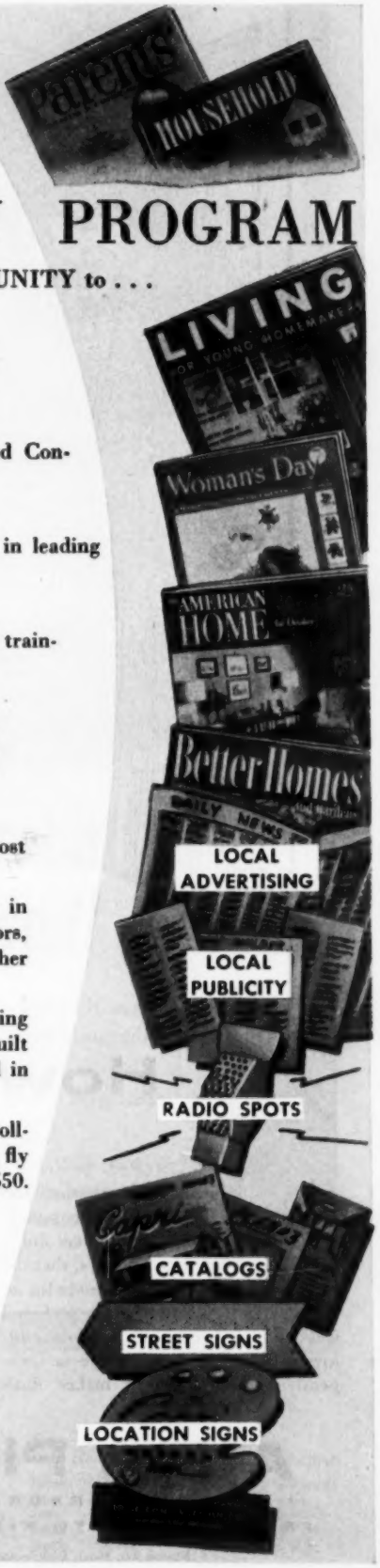
5 **Cash in on the sales appeal of a GALA PUBLIC PRESENTATION of the CAPRI—COMPLETELY FURNISHED TO THE LAST DETAIL by a famous interior decorating studio.**

The CAPRI GOLDEN OPPORTUNITY PROGRAM is probably the most complete merchandising activity ever offered to conventional builders.

It will bring you thousands of dollars worth of advertising and publicity in national magazines and local newspapers. It will bring you thousands of visitors, scores of leads and dozens of live prospects for the CAPRI and for the other fine two, three and four bedroom homes by Modern Homes.

If you are equipped to handle a deal like this and if you are interested in offering excellent conventional construction at up to 20% less than on-the-site built homes cost, this is indeed your Golden Opportunity and we are interested in hearing from you.

Effective tie-in with the Golden Opportunity Program requires immediate enrollment. Therefore, we suggest that you write, wire or phone us right now, or, fly up here, see the CAPRI and talk it over. Call Dearborn, Michigan, LUzon 4-1550.



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Sure — it depends upon what you want the door for. That's how you pick.

But there are so many different doors for so many different purposes, that the best way to do is pick your *source* for *all* doors. Atlas Plywood is the preferred source for flush doors of all types: hollow or solid core, high grade or inexpensive. Atlas Plywood makes flush doors and panels its chief business . . . controls their kind and quality at each step from forest to finished product.

So tell your supply dealer you want Atlas Plywood; he can get just what you order. Atlas Plywood is one of the world's oldest and largest makers of plywood and its products.

Atlas Plywood

CORPORATION

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See that shiny Chase Copper Water Tube! Smart plumbers choose it every time. They know it's lightweight, easy to handle, and *it makes satisfied customers for years to come.*

Chase Copper Water Tube is corrosion-resistant . . . *won't clog with rust* and always gives a full flow of rust-free water.

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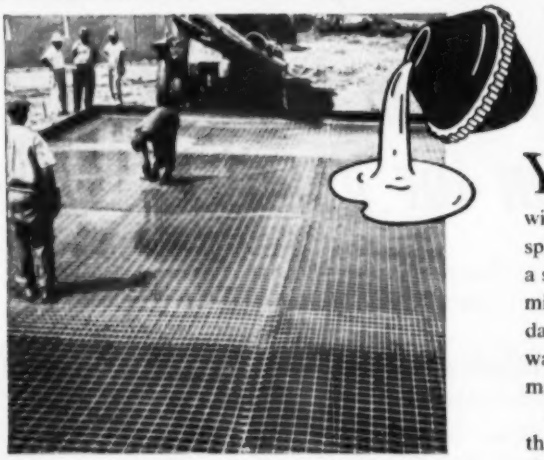
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Baltimore	Denver†	Milwaukee	Pittsburgh	Waterbury
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Chicago	Houston	Newark	Rochester†	(†sales office only)
Cincinnati	Indianapolis	New Orleans	St. Louis	



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● *At Fairless Hills (midway between Philadelphia and Trenton) they are building 4000 fine, modern, medium-priced homes with concrete floors reinforced with American Welded Wire Fabric. Their extra dollar value and promise of longer-lasting beauty make these homes especially attractive to discriminating—but price-conscious—buyers.*



THIS PICTURE SHOWS how American Welded Wire Fabric knits the floor of an entire home into one solid concrete slab. It distributes the strength of steel evenly throughout the slab, controls cracking, prevents heaving and spalling. Floor slabs like this insure long-lasting living comfort and rock bottom economy for home owners.

YOU, too, can build stronger sales appeal into your homes by making full use of concrete construction reinforced with U·S·S American Welded Wire Fabric. Its small, evenly spaced steel members bind foundations, walls and floors into a solid unit, thereby control cracking, warping and sagging, minimize seepage, dampness and other value-decreasing damage. Welded Wire Fabric reinforcement also keeps sidewalks, curbs and driveways looking their best, without undue maintenance expense, for years on end.

So you can build a lot of extra value into your homes and their surroundings with American Welded Wire Fabric. And that means quicker closings of profitable sales.

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TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA., SOUTHERN DISTRIBUTORS
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS

EVERY TYPE OF REINFORCED CONCRETE CONSTRUCTION NEEDS

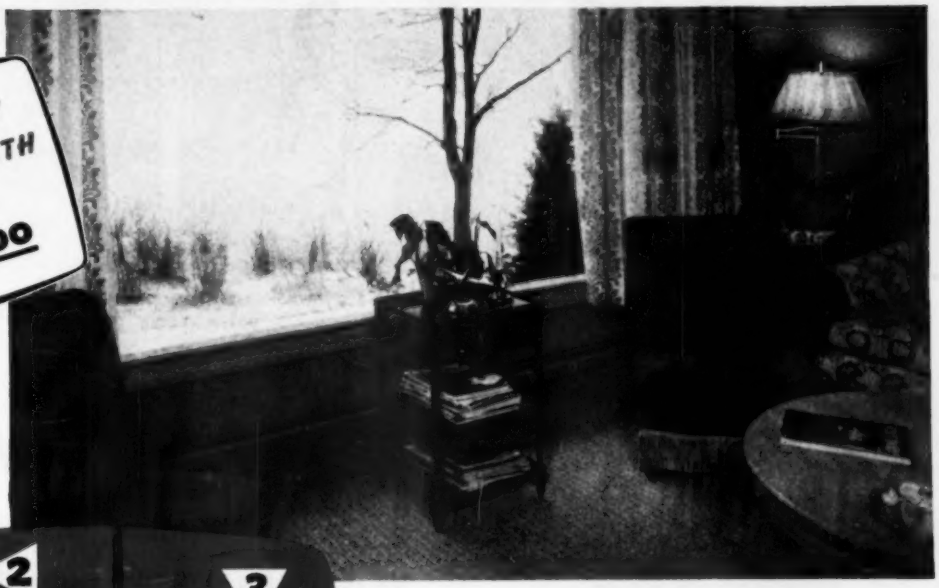
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B & G *Hydro-Flo* Heating

WITH BASEBOARD HEATING PANELS

FOR RADIANT SUNNY WARMTH **AND** BEAUTY **TOO**





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WARMTH AS SOOTHING AS SUNSHINE



YEAR 'ROUND HOT WATER



LOW OPERATING COST

No wonder this combination for winter comfort and home beauty is being installed in so many new homes!

Consider these features: Radiant sunny warmth from heating units which look like conventional wooden baseboards *and are just as unobtrusive!* No over or under-heating—the B & G *Hydro-Flo* System automatically adjusts the heat supply to the weather! Heat is evenly distributed—draftless—virtually the same temperature from floor to ceiling!

Next, an all year 'round supply of hot water for kitchen, laundry and bath, *heated by the same boiler that heats the house.* Plenty for automatic washers, showers—and at amazingly low cost!

And finally—fuel economy! The automatic modulation of the heat supply prevents fuel waste—keeps heating cost at rock bottom. This accurate control is especially valuable in spring and fall, when only a little heat is needed.

Write for descriptive literature.

B & G *Hydro-Flo* Equipment can be installed on any hot water heating boiler

1. *B & G Booster*—An electrically operated pump which circulates hot water through the baseboards.
2. *B & G Flo-Control Valve*—Helps keep home temperature constantly at the comfort level.
3. *B & G Water Heater*—Provides an abundance of year 'round, low-cost hot water.

BELL & GOSSETT
COMPANY
Dept. DF-11, Morton Grove, Ill.

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto, Canada
*Reg. U. S. Pat. Off.

"Our #1 sales feature was the complete



G-E DISPOSALL®



AUTOMATIC G-E DISHWASHER



40-INCH "SPEED-COOKING" G-E RANGE



D. M. CAPPS, general manager, Gaines Construction Co., Miami, Florida.

RESULT: "We sold

MR. D. M. CAPPS SAYS: "Before signing the contract with General Electric, we contacted many other appliance manufacturers and finally decided to go all General Electric because we realized that we would have much *better* customer acceptance with General Electric Appliances.

"The decision was a wise one then, and is still paying dividends in continuing sales through satisfied homeowners—owners who don't hesitate to tell their friends how much they enjoy their new home, and their G-E Kitchen-Laundry."

Shown above, Mrs. Hazel J. Spoerlein, a "Golden Glades Estates" homeowner, demonstrates to Mr. Capps how pleased she is with her G-E Kitchen-Laundry equipment.



GENERAL ELECTRIC

General Electric Kitchen-Laundry..."



G-E ROOM
AIR CONDITIONER



8-CU-FT G-E
REFRIGERATOR



G-E AUTOMATIC
CLOTHES WASHER



G-E 30-GALLON
WATER HEATER

56 houses the first day!"



● Prospects for the $11,775 "Golden Glades Estates" houses were delightfully surprised that the complete General Electric Kitchen-Laundry added only $5.82 to monthly mortgage payments.

NO QUESTION ABOUT IT. The General Electric Kitchen-Laundry helps to sell houses *faster*.

Houses have much greater acceptance when women see all the wonderful, timesaving General Electric Kitchen-Laundry equipment, and learn that it adds as little as $5.82 a month extra to regular monthly mortgage payments.

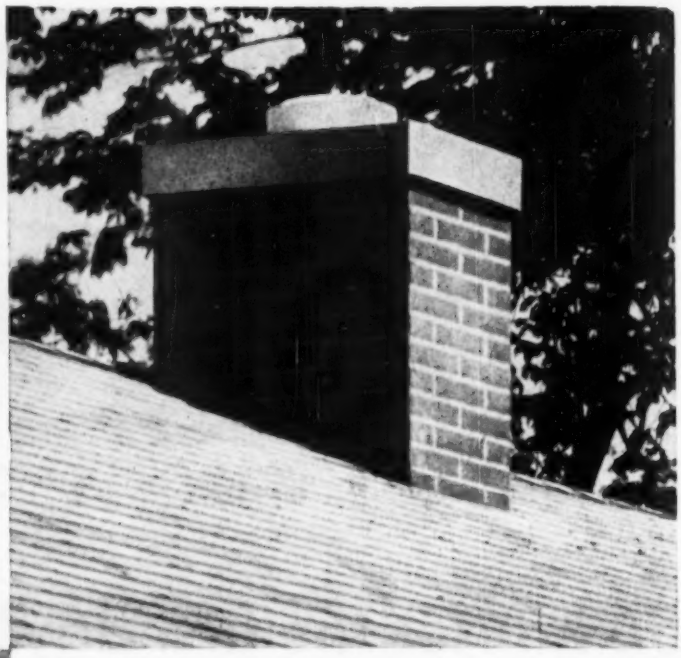
WE WILL WORK WITH YOU

Your G-E distributor builder specialist will work with you, and place before you all the builder sales experience of the General Electric Home Bureau.

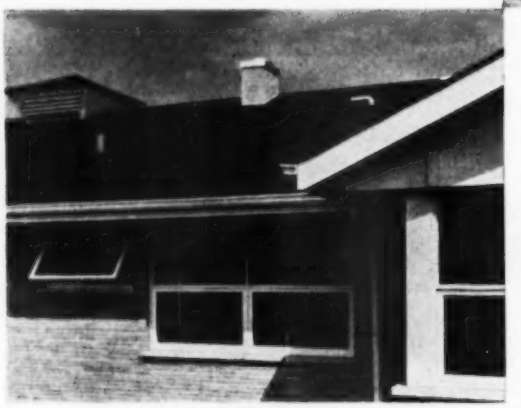
He has complete promotion plans for the opening of your model house—plans that have helped other builders merchandise their homes so successfully. Take advantage of this merchandising program to sell your houses faster in *today's* competitive market.

See your G-E distributor, or write to: Home Bureau, General Electric Company, Louisville 2, Kentucky.

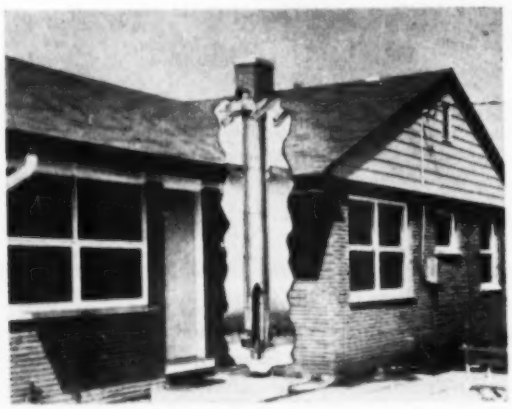
Packaged Masonry Chimney Economy . . . Plus Sales Appeal of a Brick Housing



SIMULATED BRICK Van-Packer Chimney Housing looks like brick when assembled. Cement asbestos panels are pre-painted brick-red (shown above), with natural color mortar lines. Embossed design makes possible realistic repainting to match other brick colors.



REPAINTED on this $26,000 ranch home to match light yellow brick, the Van-Packer "brick" housing can be easily matched to any exterior face brick color. Housing is cut to fit any roof ridge or pitch.



SECTIONAL CONSTRUCTION (shown above in cut-away) saves 30% to 50% on time and material over brick chimney cost. The Van-Packer may be placed directly over furnace in center of house as easily and inexpensively as against a wall.

Simulated Brick Housing brings permanent safety, low construction cost of a Van-Packer Chimney to all homes

Non-brick appearance no longer need prevent any builder from taking advantage of the Van-Packer Packaged Masonry Chimney as a permanently safer, 30% to 50% less expensive chimney than conventional brick. The massive Van-Packer Simulated Brick Housing is the answer.

The housing is 16½" wide by 24" deep. It is assembled on the job from molded cement asbestos panels, embossed to simulate brick. Panels are supplied pre-painted brick-red, with natural color mortar lines. Embossed design of panels permits easy repainting, if desired, to realistically match other brick colors.

The Van-Packer Chimney is listed for all home heating plants and incinerators, by U.L., F.H.A., A.G.A. and all major building codes. Complete chimney can be completely assembled in 3 man hours or less.

Nationally distributed, immediate delivery. Contact your local heating supply or building material dealer or jobber. See your classified telephone directory for local listings.

VP Van-Packer

PACKAGED MASONRY CHIMNEY WITH SIMULATED BRICK HOUSING

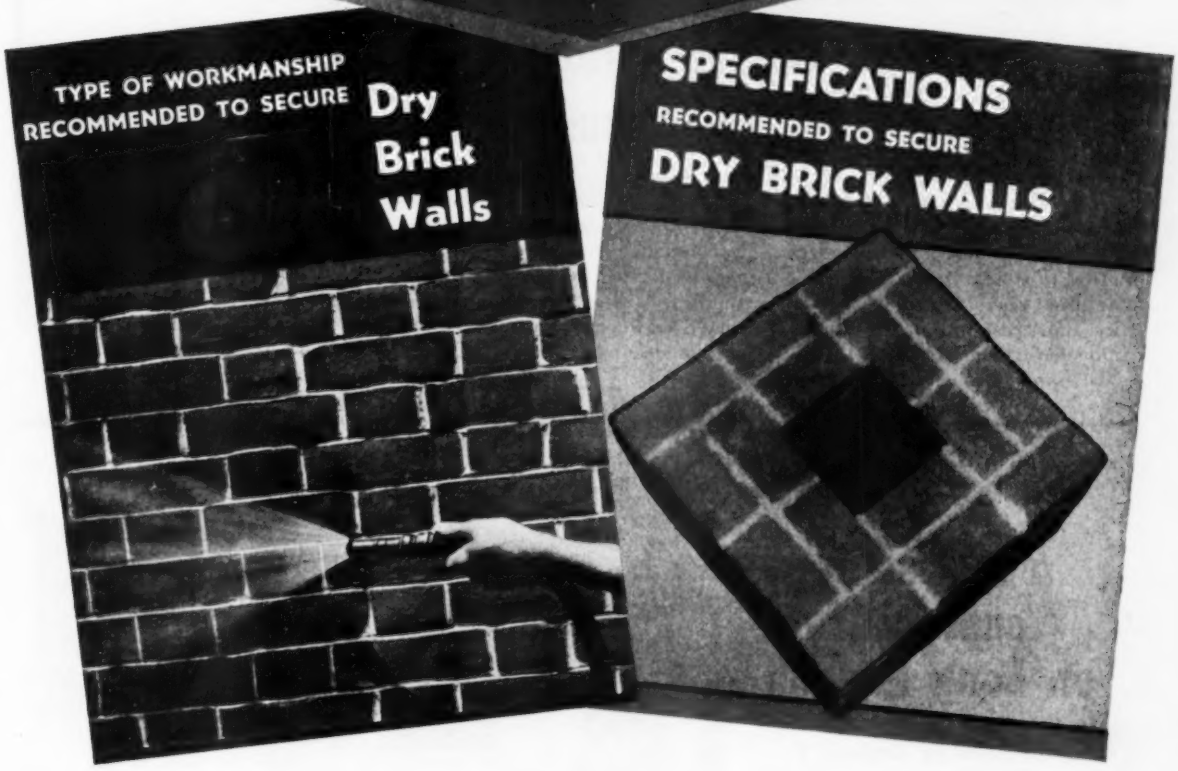
Van-Packer Corporation

Dept. 5 —209 S. LaSalle Street, Chicago 4, Ill.

Also manufactured and distributed in Canada by C. A. McRobert and Son, Ltd., St. Laurent, Quebec

GET THESE VALUABLE BOOKS FREE!

USED AS TEXT BOOKS IN 142 COLLEGES AND TRADE SCHOOLS



Do you and everybody else in your organization know what causes leaky brick walls, and how they can be prevented?

Do you know about all the extensive research done by the U. S. Bureau of Standards and other organizations on this subject—the findings of the research—the recommendations that have resulted?

The two books pictured above tell the story, **with profuse illustrations. Each book has received a citation of merit from the Producers' Council and the A.I.A. Each has been approved by many foremost authorities. Each is a real "must" for anybody concerned with permanently-satisfactory masonry work.**

These books are *not* advertisements for our product, Brixment. They are published as a service to the building trades. We urge you to mail the coupon, below, for your free copies.



Louisville Cement Company—Dept. 1
2nd and Walnut Streets, Louisville 2, Kentucky

Gentlemen:

Without cost or obligation, please send me a copy of each of the two books illustrated above.

Name_____

Firm_____

Street_____

City_____ **State**_____





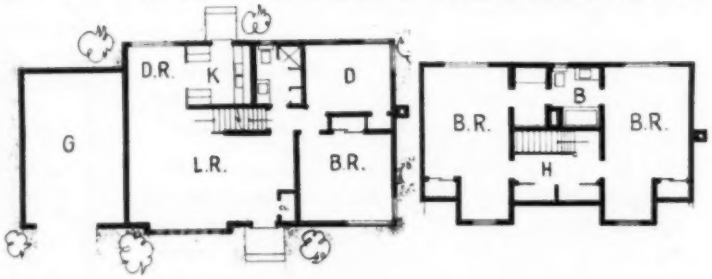
biggest turnout yet in Minneapolis

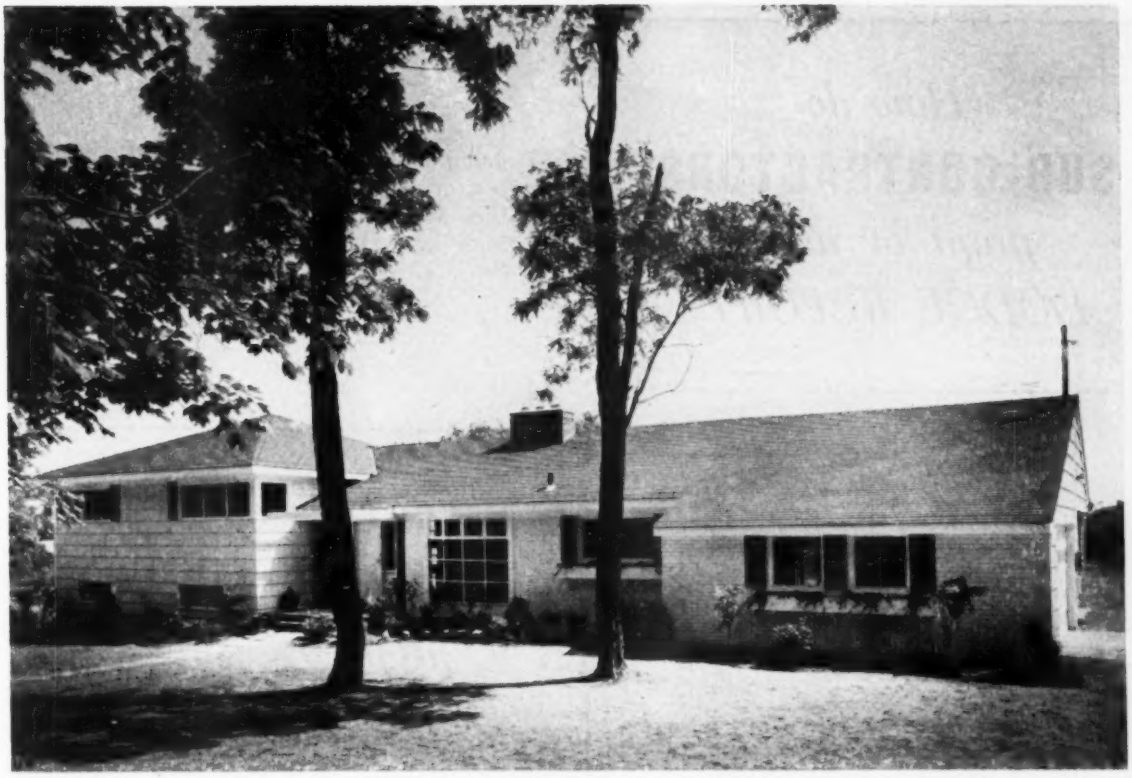
MINNEAPOLIS, twice winner in Class I in *American Builder's* annual NHW contest for chapters of NAHB, this year had "the biggest turnout of home viewers in our history—upwards of 130,000 through 32 demonstration houses, with 20,000 more through other open houses." Sales reached 210, for $4,575,000. Among them was this Parade house shown by Roy E. Olson. It was sold for $28,000 without appliances to the first interested couple to whom the builder spoke on the opening Sunday of Home Week.

a fast selling cape codder on Long Island

THIS house by Reginald T. Watson's Gulf Construction Company turned out to be one of the big merchandising jobs on Long Island during Home Week. Watson offered it as the basic house in a 440-unit development which he opened at Massapequa on the opening day of NHW. The price was $12,490, with a lot 70 by 100 and full basement. During the first nine days, Watson took 316 deposits. In three weeks the figure rose to 330.

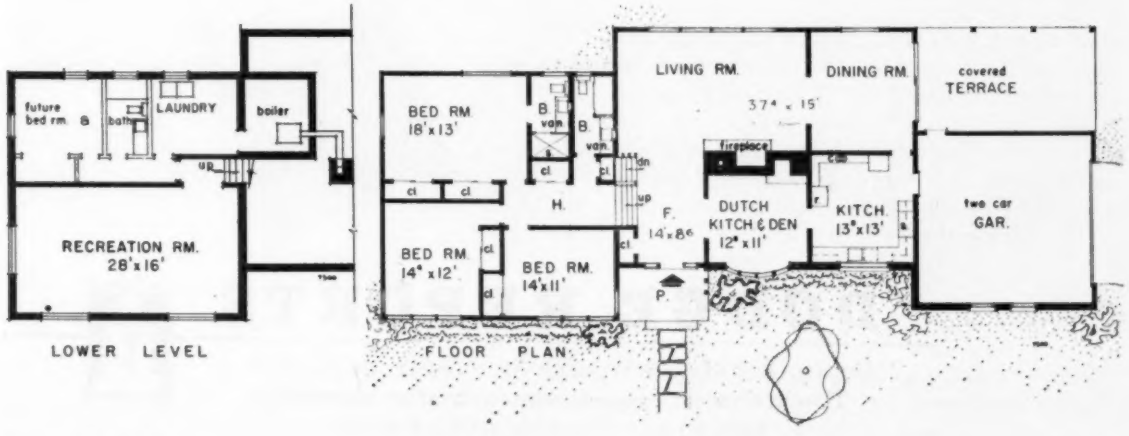






good crowds, three buyers at Great Neck, L. I.

ON KINGS POINT, Great Neck, L. I., Herbert Silman is building luxury split-levels on one-acre plots, priced from $39,000. During NHW the crowds visiting Silman's Northside development were large in size but slow to buy. Three houses were sold during the Week, which Silman considers good in view of the tight mortgage market.



How do
SUB-CONTRACTORS
profit by using
DODGE REPORTS

By learning *daily who* is going to build and *what* jobs are out for bids. They get the contracts they want because they can get their bids in on time—on the jobs they want.

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By making sure their jobs are reported in Dodge Reports they get more—and better—bids from both sub-contractors and supply men who use Dodge Reports to find the business they want.

For 63 years leading firms in the construction industry have depended on Dodge Reports to help them do business throughout the 37 Eastern States.

If you are a sub-contractor or dealer write or call nearest office, listed in Classified Telephone Directory, for your free copy of: "Dodge Reports —How to use them effectively."



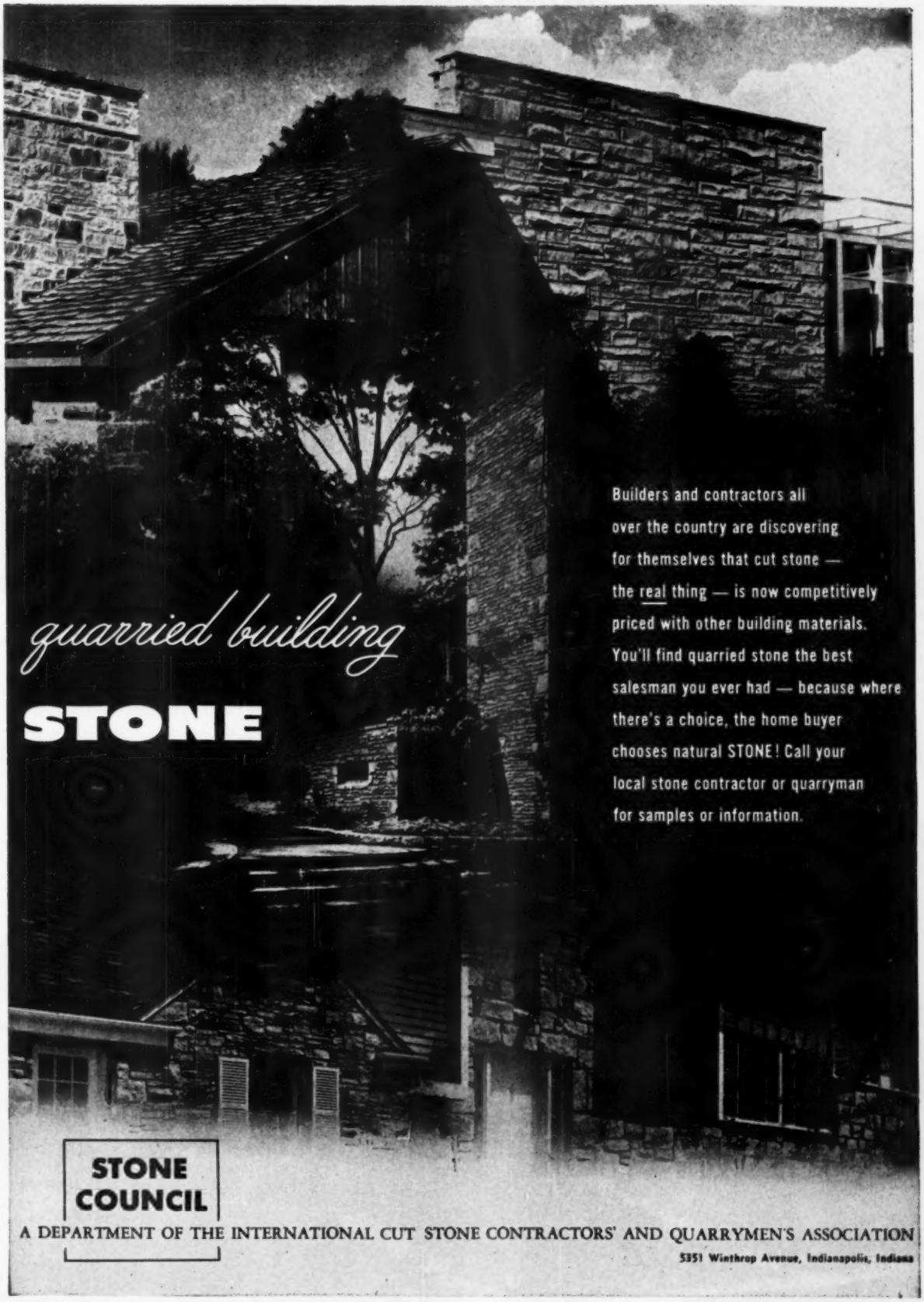
DODGE REPORTS

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Timely, accurate, comprehensive construction news service

THE FIRST STEP IN EVERY SALE


quarried building
STONE
Builders and contractors all over the country are discovering for themselves that cut stone — the real thing — is now competitively priced with other building materials. You'll find quarried stone the best salesman you ever had — because where there's a choice, the home buyer chooses natural STONE! Call your local stone contractor or quarryman for samples or information.
STONE COUNCIL
A DEPARTMENT OF THE INTERNATIONAL CUT STONE CONTRACTORS' AND QUARRYMEN'S ASSOCIATION
5351 Winthrop Avenue, Indianapolis, Indiana

Maryland builder tells how...

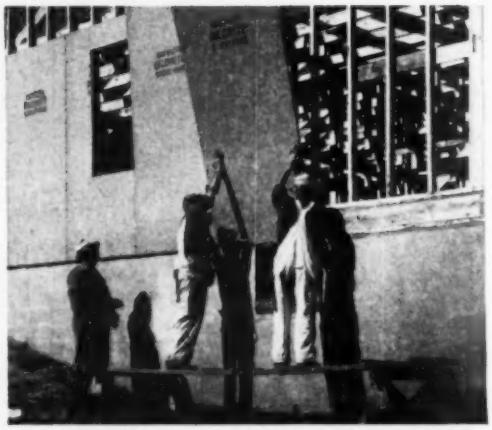
"4 ways to save cut costs



C. E. Burgdorf, project manager and Monroe Warren, Jr., ass't treasurer for Meadowbrook, Inc., look over plans on the site of their new 550-home Rockcrest project. With them is Bill Aitcheson, sales manager for dealer, Frank M. Ewing Co., Inc., Washington, D.C.

"With more than 1,000 houses being built in this area in the $10,000 class, we knew we had to offer a better deal at $500 to $1,000 less. Our supplier, Frank M. Ewing Co., Inc., came up with these money-saving Insulite ideas that give us better construction plus a project saving of more than $39,000."

Monroe Warren, Jr. and C. E. Burgdorf,
Meadowbrook, Inc., Chevy Chase, Md.



1. Bildrite saves $21 per home. By using 4′ x 9′ Bildrite instead of 2′ x 8′, Meadowbrook, Inc. saves $5 per house in labor. Tremendous bracing strength eliminates need for corner-bracing (F.H.A. accepted), saves extra $16. Compared with wood, Bildrite can cut sheathing costs $80 to $120 per home.

ROCKCREST, Rockville, Maryland
Builder: Meadowbrook, Inc., Chevy Chase



with Insulite $71 per home"



2. Shingle-Backer saves $23 per home. Compared with No. 3 under-course shingles formerly used, Shingle-Backer reduced application time on the Rockcrest project 14 man-hours per home by actual time-study tests. At the same time, Shingle-Backer increases insulation value, produces deep, shadow-line.



3. Primed Graylite soffits save $11 per home, compared with exterior plywood formerly used for this 16" overhang. Made of the same material as tough, weather-resistant Bildrite, Primed Graylite is primed at the factory. It's easy to cut, easy to handle, easy to nail and takes paint perfectly.



4. Insulite cuts porch ceiling costs $16 per home. One 6′ x 9′ sheet of Insulite Building Board covers this ceiling in a single operation. Costs $16 less applied than 1" x 4" beaded ceiling formerly used. One coat of rubber base paint covers it handsomely. Cove molding is applied around the edges.



INSULITE, BILDRITE AND GRAYLITE ARE REG. T. M., U. S. PAT. OFF.

Build and insulate with double-duty

INSULITE

Made of hardy Northern wood

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

Free Idea Kit Explains Each Money-Saving Idea in Detail! Mail Coupon Today! AB-12

INSULITE, Minneapolis 2, Minnesota

Please send me the Insulite Idea Kit with full information on these 4 ways to build better and save.

1. How to cut sheathing costs with Bildrite.
2. How Shingle-Backer cuts under-course time.
3. How Primed Graylite cuts soffit costs.
4. How to cut porch ceiling costs with Insulite.

Name _____

Firm _____

Address _____

City _____ *State* _____

USE PG's ON YOUR NEXT JOB



Lightweight PG's are easily installed. Trim, straight grids fasten tightly to ceiling – permitting a minimum, even thickness of plaster.



All PG's are furnished with one end of the tube expanded. After cleaning and fluxing, PG's are connected by soldering or brazing. Many fittings are eliminated.



PG's weigh 10 pounds each and are packed 4 to a carton for easy handling or storing. Tied in a figure 8 bundle, a PG readily opens to a flat sinuous coil pattern.



Note close tube spacing near outside wall where heat loss is greatest. Tube spacing is progressively increased as grids are installed nearer the inside wall.

PG's — NEWEST DEVELOPMENT IN RADIANT HEATING BY ANACONDA

PG's (Panel Grids) are accurately *PRE-FORMED*, compactly packaged radiant heating coils made of ANACONDA Copper Tubes

Radiant panel heating installations made easier, faster—and better. A large claim, but actual installations support it. Follow the photos on this page and see how a typical job can be done using PG's*.

PG's are supplied in one standard size. They are made of ⅝ in. Type L copper tube. Each panel grid contains 50 linear feet of tube. At normal 6 in. spacing PG's are rated at 1800 Btu/hr and measure about 56 in. wide by 60 in. long . . . serving a ceiling area of 30 square feet. But you can readily contract or extend a PG *by hand* so that the tube spacing meets *all* design requirements—from 4½ in. up to 12 in. centers. This flexibility means that one PG can be installed so that it will serve an area within the range of 22½ to 60 square feet.

Nationwide distribution isn't complete as yet. We are increasing production and getting PG's to Anaconda Distributors just as fast as possible. You will want to know more about this new product; so send for Publication C-6, which shows why it is easier to design and faster to install a panel system with PG's. Write today to: *The American Brass Company, Waterbury 20, Conn.*



*Patent Applied For 5272

ANACONDA® Copper Tube *PRE-FORMED* Panel Grids for Radiant Panel Heating. PG's



You pay no higher premium for

PREMIUM QUALITY PALCO

Architectural Quality Redwood

Redwood is recognized as a premium quality lumber. Yet there's no extra premium charged for Palco Redwood's extra high uniformity of quality and grade. This is possible only through multiple economies and savings effected from the most up-to-date methods and equipment in Pacific's modernly equipped mills. Greatest care is taken throughout each step of manufacturing and shipping to avoid blemishes and imperfections in the finished product. Palco Architectural Quality is that extra premium quality and uniformity in Redwood that assures extra value at no extra cost. Specify Palco Certified Dry—it's a real buy



Palco Redwood is "tops" in these outstanding qualities

- ✔ High Dimensional Stability
- ✔ Low Swelling and Shrinkage
- ✔ Finest Paint Retention
- ✔ Greatest Durability
- ✔ Good Workability
- ✔ Glue-holding Ability

Specify PALCO REDWOOD

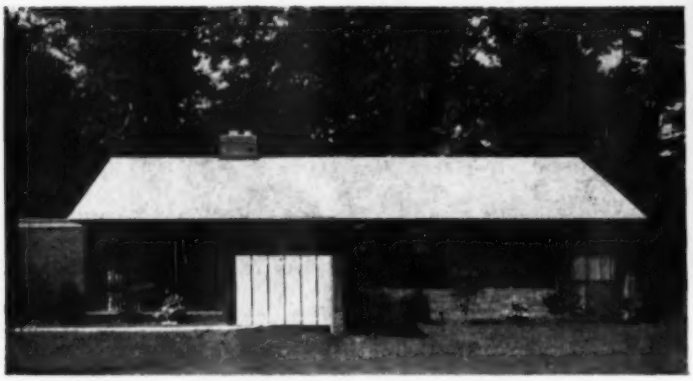
THE PACIFIC LUMBER COMPANY

The best in Redwood—Since 1869

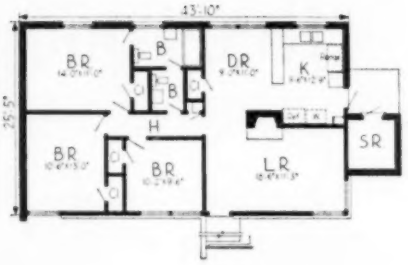
Mills at Scotia, California

100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 2185 Huntington Drive, San Marino 9, Calif.

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION



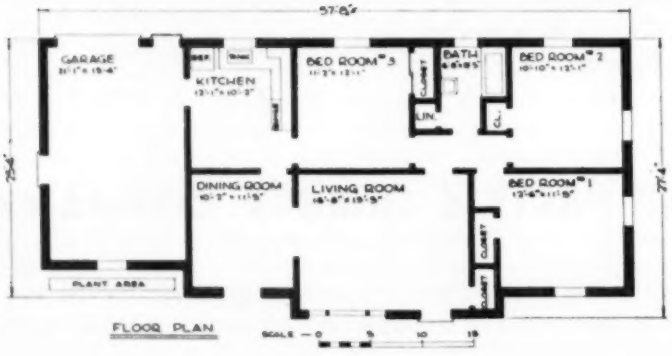




a steady seller from North Carolina

IN CHARLOTTE, North Carolina, George S. Goodyear entered the Parade of Homes with this model and sold it during the Parade for $12,500. "This is one of our standard houses, has always been a good house and continues to be." Architect was R. Emory Holroyd, Jr.





3 sold in 4 days in Nashville

CHARLES A. WHEELER, Jr., built this 1,145-square-foot house (plus 322 in garage) to VA specifications and offered it built on a level lot 85 by 130 feet, at $12,950. Included as standard equipment are storm windows and doors, 10-inch kitchen exhaust fan, Formica cabinet top, select hardwood floors, ceramic tile bath, flush doors, venetian blinds, plastered garage, paneled den. Three sales were made during the first four days of NHW. Total number of visitors was 2,500 of whom 300 registered as prospective home buyers.

"Your Window Unit Is Without an Equal"*

PHONE CARMEL 6-0811

CHARLES E. WALTER
BUILDING CONTRACTOR
R. R. 1, Carmel, Indiana

April 21, 1953

Rusco Prime Window Co.
3810 E. Sixteenth St.
Indianapolis, Indiana

Gentlemen:

This is to advise that we are now in the process of drawing Rusco Prime Windows into the plans for the next group of apartments on 14th and West Sts., known as Ransom St. Apartments, Inc.

After using Rusco Prime Windows with Metal Casings throughout the above project and also, on our Rolling Acres development in Carmel, we can say, truthfully, that your window unit is without an equal. Ease of installation, lack of field labor, elimination of many window "extras", such as painting and trimming have all added up to a lower "in the wall" cost for our company.

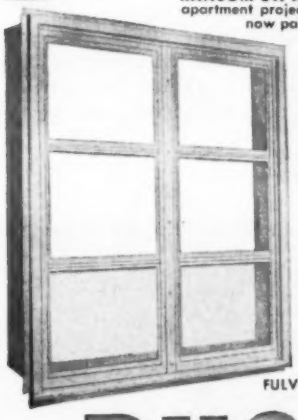
Inasmuch as we are required to maintain the apartment project, we, naturally, are delighted at the elimination of this expense in regards to your windows.

Incidentally, our response to your Fulvue unit on our Rolling Acres development has been most gratifying.

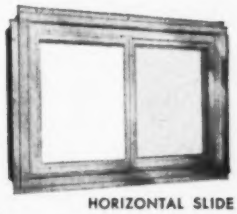
Very truly yours,
A. & W. Construction Co.
Charles E. Walter
Charles E. Walter, Pres.



RANSOM ST. APARTMENTS, INDIANAPOLIS, INDIANA is a 1,000-apartment project being built by the A & W Construction Company, and now partially completed. Photo above shows one of the completed units. At left is close-up of the Rusco Type P-22 Vertical Slide Prime Windows installed on unit. *Architect:* Paul Cripe • *Builder:* A & W Construction Co.



FULVUE



HORIZONTAL SLIDE



VERTICAL SLIDE

FULLY PRE-ASSEMBLED RUSCO PRIME WINDOWS PROVIDE THE ANSWER TO TOP QUALITY AT LOW COST

* Rusco Prime Windows make possible very substantial savings in labor, installation time and maintenance. Because they are fully pre-assembled units—glazed, finish-painted, with surround and hardware attached—they reduce field work and installation time to a minimum.

Tubular construction of hot-dipped galvanized steel, bonderized and finished with baked-on outdoor enamel, plus the complete elimination of sash cords, weights and balances, assures smooth, easy operation and lower maintenance.

In addition to these important cost and quality features, Rusco Prime Windows offer advantages found in no other window. They are fully weatherstripped and may be specified with Rusco's all-year Fiberglas screen panels and with insulating sash as an integral part of the unit.

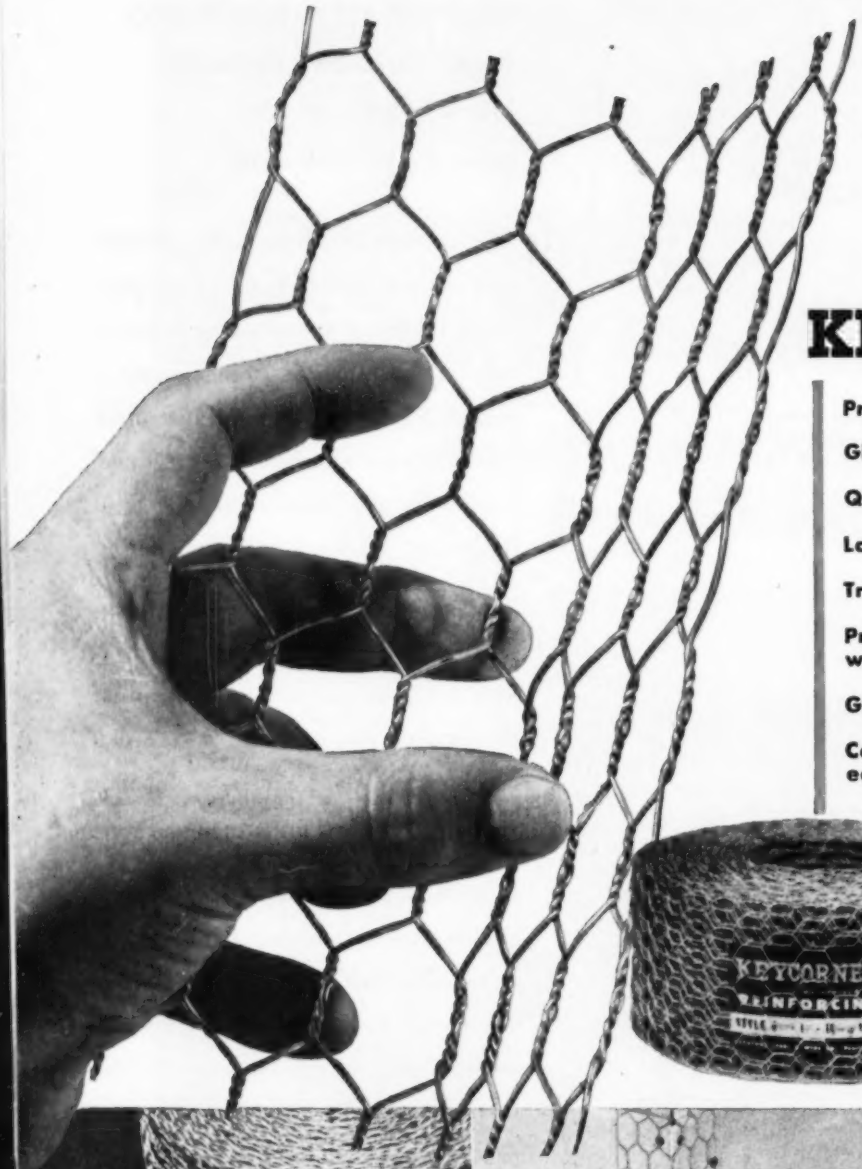
RUSCO *Hot-Dipped Galvanized Steel* PRIME WINDOWS

FOR COMPLETE INFORMATION AND SPECIFICATIONS, SEE SWEET'S CATALOGS OR WRITE

THE F. C. RUSSELL COMPANY

DEPT. 7-AB-123, CLEVELAND 1, OHIO
IN CANADA: TORONTO 13, ONTARIO

ask your dealer for



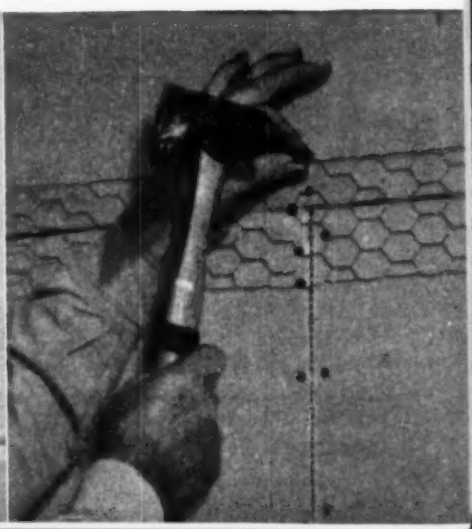
KEYCORNER

- Pre-formed to fit snug in corners
- Gives multi-directional reinforcement
- Quick and easy to lath
- Lays tight against flat surfaces
- Trowels over smoothly and easily
- Provides a minimum of waste material
- Galvanized to prevent rust streaks
- Comes in easy to handle, easy to store 150 ft. rolls.

Easy to handle... Easy to store 150-foot rolls, 4", 5" 6", 12" and other widths. Ask your dealer for details.







KEYCORNER

GALVANIZED PLASTER-REINFORCING

...ask for it by name

THE LOW-COST, MORE EFFICIENT PLASTER REINFORCING LATH FOR INSIDE PLASTER CORNERS, JOINTS AND CEILING-WALL JUNCTURES

PRE-FORMED FOR CORNERS Keycorner is pre-formed; manufactured to fit snugly into corners. It forms the corner shape by merely flexing the cut piece. Inside plastered wall corners and ceiling-wall junctures remain crack-resistant when reinforced with Keycorner.

LIES FLAT FOR STRIPPING Keycorner comes out of the roll flat and stays flat when applied on flat surfaces. It won't form the corner shape until you flex it. Keycorner used as stripping around windows, doors and other large openings provides lasting plaster beauty.

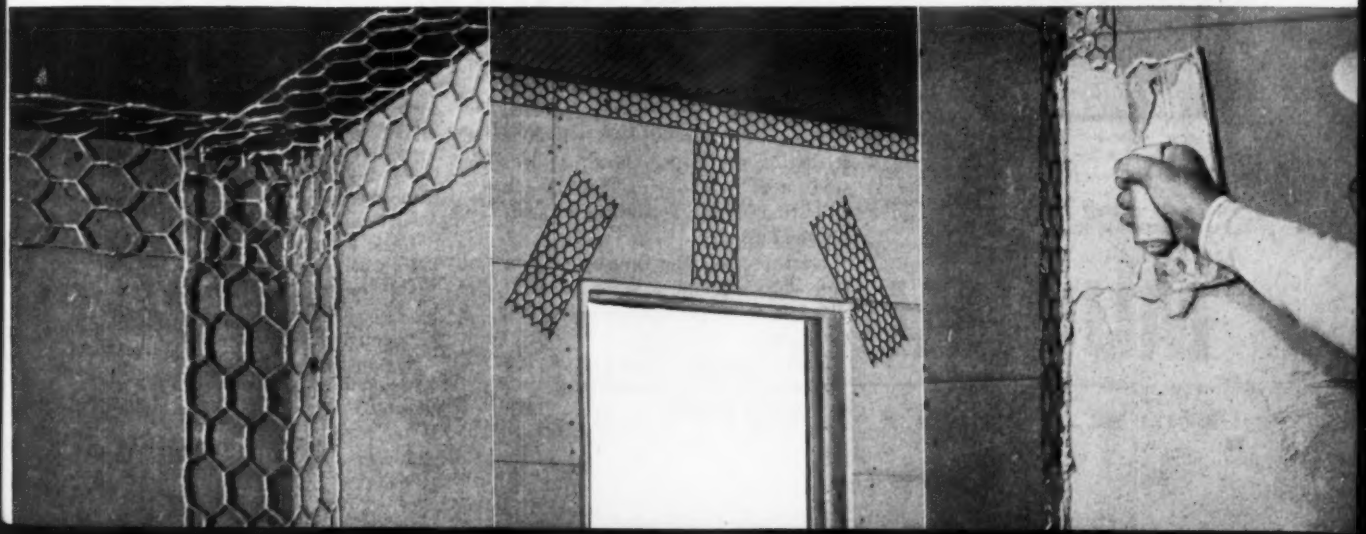
by the makers of KEYMESH and KEYBEAD GALVANIZED PLASTER-REINFORCING

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois



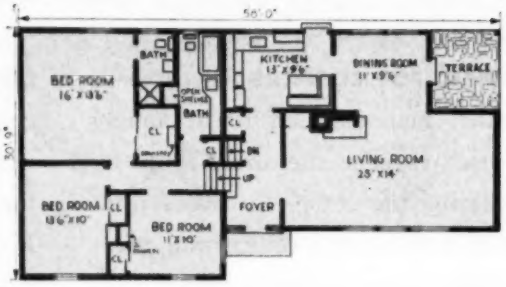
KEYMESH • KEYCORNER • KEYBEAD • KEYSTONE NAILS • KEYSTONE WELDED WIRE FABRIC
KEYSTONE TIE WIRE • KEYSTONE NON-CLIMBABLE FENCE • KEYSTONE ORNAMENTAL FENCE

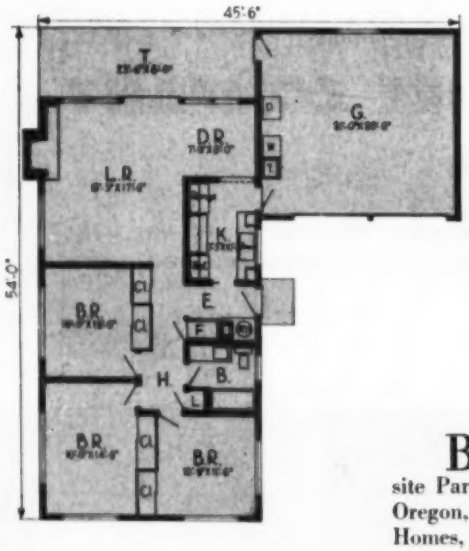


for New Yorkers, a well-sited split-level



TEN HOUSES were sold during NHW by builders Leo Dwire, Earle Nelson and Leo Hart in their Northdale Estates tract in White Plains, New York. The project features houses at prices ranging from $20,990 to $24,990. This is the $24,990 model. G-E air conditioning is offered as an extra.





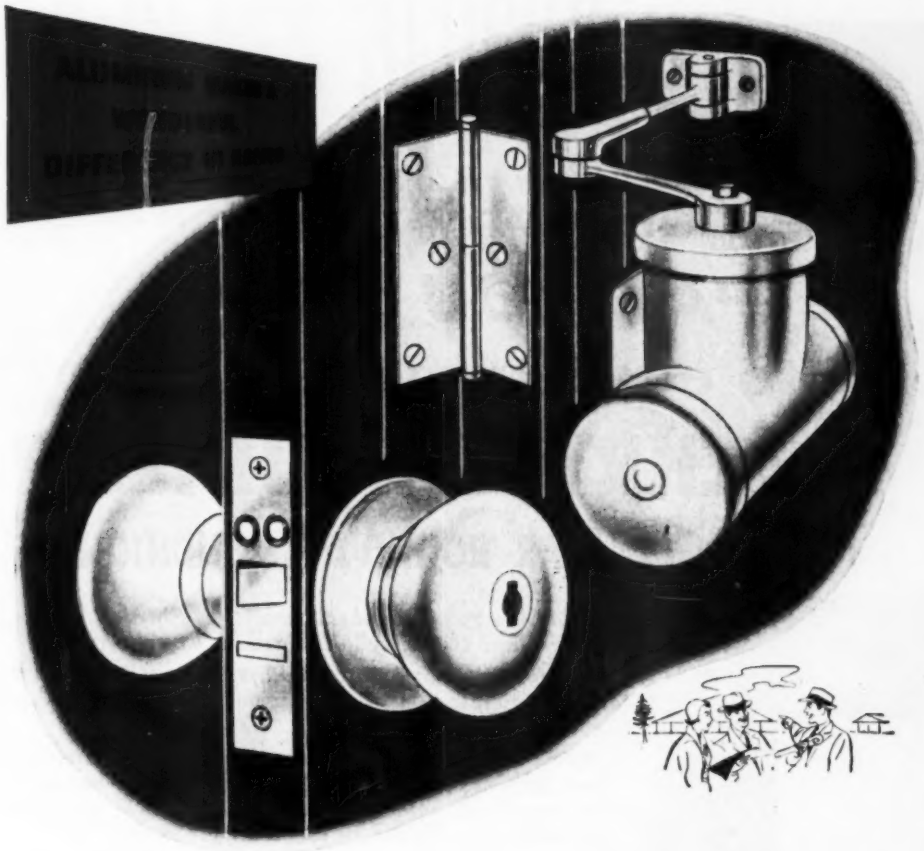


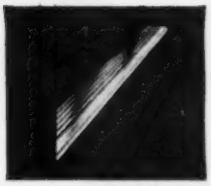
in Oregon, the low roof line

BUILT as a model in the one-site Parade of Homes in Portland, Oregon, this house by Herlen Homes, Inc., has the look which is setting a prevailing trend. It was sold for $15,150 during Home Week and stimulated five additional sales for the builder.

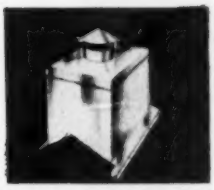
Herlen offers the house built on the owner's lot at a basic price of $12,250. Extras are presented as follows:

Electronic heat controls	$ 150
Westinghouse dishwasher and garbage disposal	425
Oak plank flooring in living room, dining room, entry and hall	250
Micarta cabinet tops in kitchen and bathroom	150
Colored bath fixtures	40
Kitchen exhaust fan	75
Vanity and 4-foot 9-inch mirror in bathroom	100
Patio with redwood strips	100
Lamp and post in front of house	50
Full cement basement of approximately 1,104 square feet and fireplace, approximately	1,500





Aluminum thresholds are available for all entrance and between rooms applications. Easy to install, economical.



*Aluminum chimneys are light weight, save space, are easily erected, reflect heat and resist corrosion.



*Aluminum siding is easy to work with and apply. Won't rot, warp, shrink, swell or crack. Fire resistant.

ALUMINUM HARDWARE* HELPS YOU BUILD BETTER, SELL QUICKER!

Aluminum hardware completes the white metal theme in modern design—adds an inexpensive touch of luxury to help make that important first impression so vital in turning home "lookers" into buyers. Like other aluminum trim, the lustrous natural color of aluminum hardware, in a wide range of finishes, harmonizes with all decorative schemes. Aluminum hardware won't rust or corrode—stays attractive. You can choose from a full line of aluminum hardware including closers, escutcheons, knobs, strike plates, push bars, kick plates, hinges, stops and other items made by leading manufacturers.

Aluminum's strength, light weight, long life, low cost, attractive appearance, ease of fabrication with regular carpenter tools and other advantages work two ways—benefit both builder and buyer.

Remember—for help on your building material problems, call your nearby Reynolds Architectural Distributor listed under "Aluminum" in the classified telephone directory. For more information on the many uses and advantages of architectural aluminum in home construction, write Reynolds Metals Company, 2530 South Third Street, Louisville 1, Kentucky.



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*Aluminum combination doors are rustfree, rotproof, attractive, convenient. A mark of quality in modern homes.

*WRITE FOR NAMES OF MANUFACTURERS.

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SEE *"Mister Peepers"* Sundays NBC-TV. Consult local listing for time and station.

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mean • brighter, more modern rooms • more attractive, easier-to-sell homes

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There are many places in any home where a builder can use PC Glass Blocks to good advantage. PC Glass Block panels add much to the salability of houses. When PC Glass Blocks are used in kitchen, basement and garage windows there is no sash to rot, rust or require frequent repainting; they are easy to clean; and they insulate against heat in summer and cold in winter.

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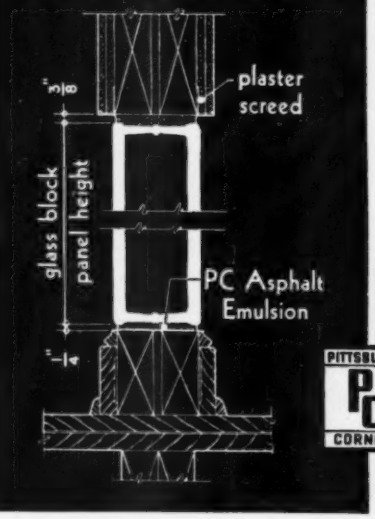
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Here they are...

NAHB *Acapulco* Derby

20 regional winners, master merchandisers all, leave for expense-free 9-day fisherman's holiday at famous Mexican resort



Your NAHB judges have spoken. From nationwide entries they've picked the top twenty. And the hard working, quick thinking builders you see at left are enjoying the trip of their lives.

The prize-winning entries are now being assembled in individual well illustrated booklets. They'll be available to you, free of charge, at the Honeywell booth in the Sherman Hotel in Chicago during the NAHB annual convention and exposition, January 17-21.

Be sure to pick up your copies and learn the details of these prize-winning merchandising and sales programs. The booklets will be well illustrated and will give you many ideas to use in promoting the sale of your own houses.

The twenty winners are enjoying a free Acapulco holiday for promoting, publicizing and encouraging prospects to visit a model home during National Home Week. And for doing the best job of it in their region.

The contest was conducted by NAHB and sponsored by Honeywell, leader in the field of automatic home heating controls – including Electronic Moduflow and Zone Controls – to help maintain and promote the continued prosperity of the home building industry.



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First in Controls

This pegged oak floor has style and beauty far beyond its cost

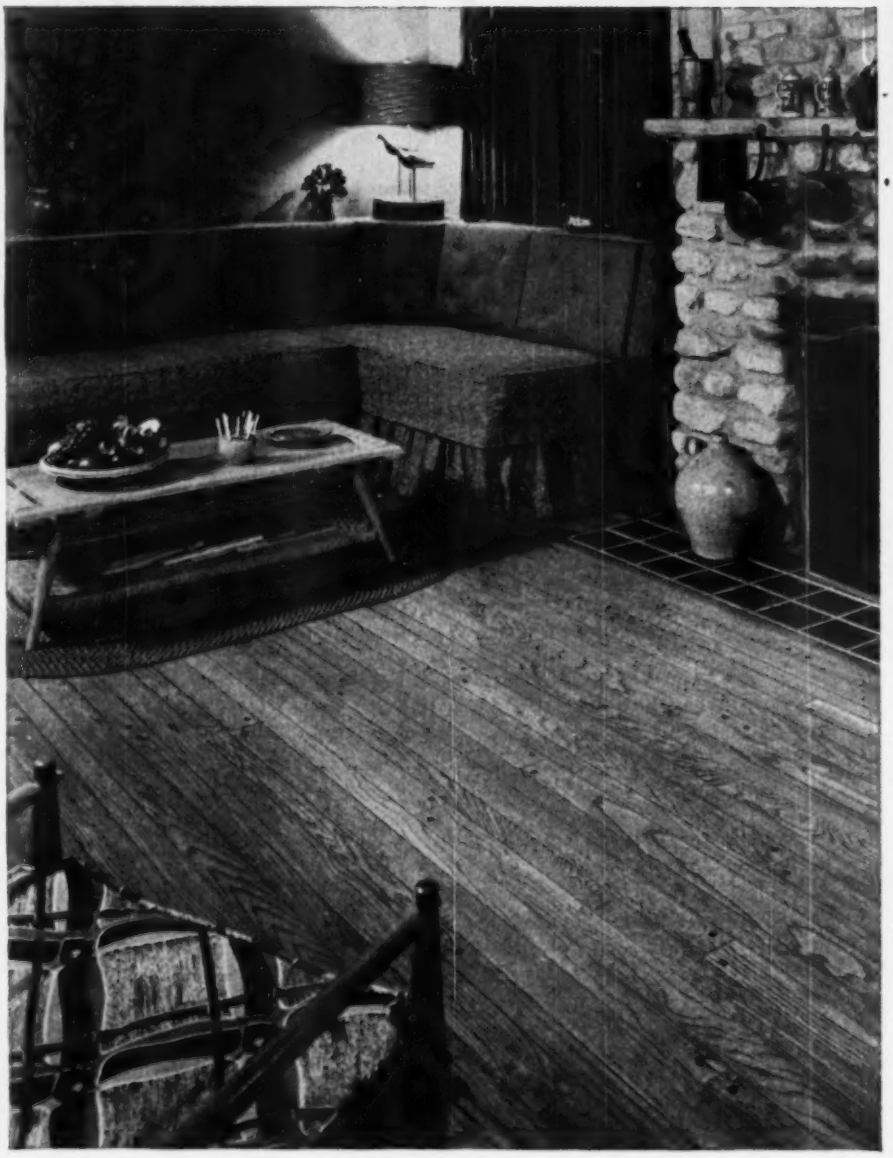
Home owners are looking for those distinctive touches that give a home more livability and enduring charm.

Dollar for dollar, there just isn't anything that will add more beauty of style and harmony to a home than a Bruce Ranch Plank Floor. Walnut pegs, alternate widths of solid oak, and the mellow Decorator Finish give this floor charm and appeal far beyond its cost. That cost is only slightly more than for a regular hardwood strip floor.

In a Ranch Plank Floor, the owner also gains lifetime service . . . solid floor construction . . . simple maintenance. There's usually a saving in room decoration, too, because no one wants to cover a beautiful Ranch Plank Floor with large rugs and carpets.

You'll attract more prospects . . . and turn more of them into buyers . . . when you advertise that your homes have Bruce Ranch Plank Floors.





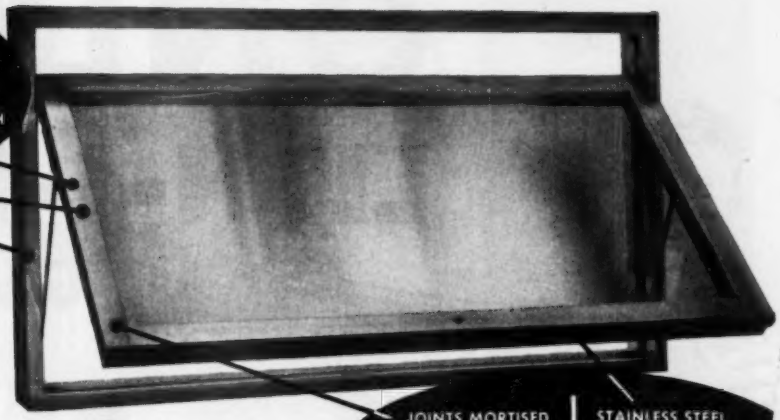
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SASH CAN BE FIXED OR VENTILATING ORDER WITH OR WITHOUT STORM SASH



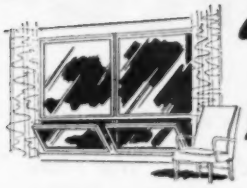
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STAINLESS STEEL WEATHERSTRIPPING AROUND ALL 4 SIDES OF SASH

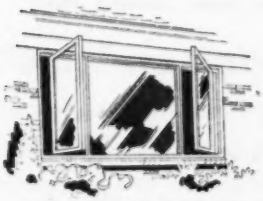
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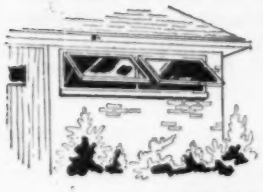
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available with new UNDERSCREEN OPERATOR









Now, in the low-cost awning window field, an extra sales feature, instantly recognized and appreciated by prospects. Pella's UNDERSCREEN OPERATOR, available at slight extra cost, is just one of many functional advantages which sell prospective home builders and buyers on Pella Multi-Purpose Windows. You'll be sold on their quality, low cost and quick, easy installation.

Pella Multi-Purpose Windows come completely assembled and fitted, projecting in or out or for right or left hand casement opening. Screens, removable from inside, available for all ventilating units. Dual glazing panel optional. Investigate now.



Window is closed by swinging bar-type sash operator against bottom screen rail. Catch holds operator in place and provides powerful locking.



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32" x 16"	32" x 20"	32" x 24"	44" x 16"	44" x 20"	44" x 24"

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ROLSCREEN COMPANY, Dept. E-64, Pella, Iowa

GENTLEMEN: Please send free literature on Pella Multi-Purpose Windows, together with name of nearest Pella distributor.

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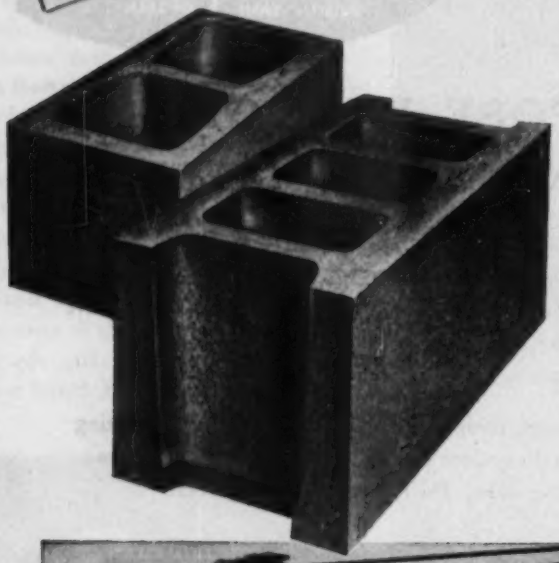
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By Makers of Famous Pella Wood Casements • Rolscreens • Wood Folding Doors • Venetian Blinds

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LITH-I-BLOCK
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It's a lot easier to lay block that's "true", like Lith-I-Block. Easier to work, it goes faster — Masons like it better. The result is lower labor costs, more savings for you with dimensionally accurate Lith-I-Block.

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You want good looking structure for customer satisfaction. You want to avoid costly hours of touch-up work. That's what the uniform color and texture of Lith-I-Block gives you. This better looking block creates still more sales.

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The clean, accurate surfaces you need in block can only come from a Lith-I-Block machine. Lith-I-Block beats all standards for strength and uniformity — lays easier, looks better, lasts longer. Best yet, Lith-I-Block costs no more.

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Profitable BUTT HINGES by NATIONAL LOCK

Regular Butts

The popular regular BUTT HINGE; also available in half surface type. A quality item proved in the field by "the man on the job". Packed one pair with screws in a rugged, easily handled box. A steady sales producer.

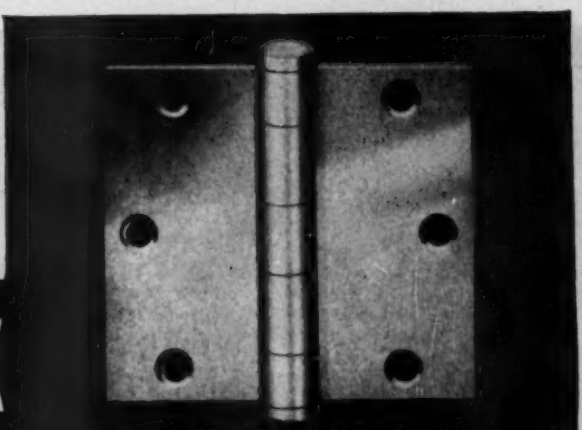
Round Cornered Butts

Same high quality as the Regular Butt Hinge. Has added feature of ¼" radius round corners. Eliminates hand mortising. Saves time and costs. Available in two sizes—3½ x 3½" and 4 x 4". Neatly and conveniently packaged.

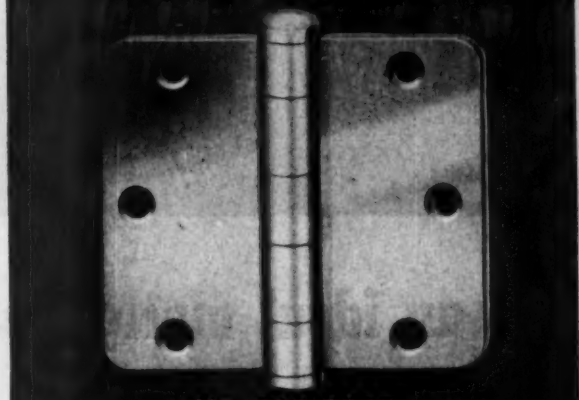
Template Butts

For use with steel frames and either steel or wood doors. Machine screws furnished for steel frame—steel door installations; both machine and wood screws supplied for steel frame-wood door combinations. Available in the three most popular sizes—3½ x 3½", 4 x 4" and 4½ x 4½".

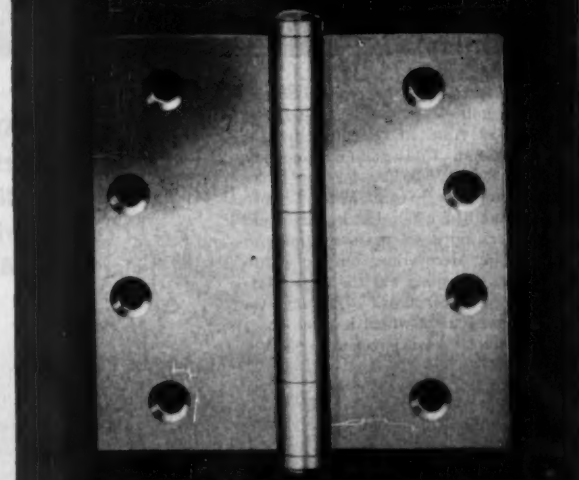
NATIONAL LOCK Regular Butts, Round Cornered Butts, and Template Butts are available in all standard finishes . . . ball tip or button tip . . . loose pins. NATIONAL LOCK Butts are always uniform in size, conveniently, attractively packaged and profitable to sell. Ask your jobber for complete details or write for Builder's Hardware Catalog.



No. A65-025
3½ x 3½" regular butt



No. A65-025R
3½ x 3½" round cornered butt



No. A65-026T
4 x 4" template butt

distinctive hardware . . . all from 1 source

NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division

Sold only through jobbers



an ideal mortgage for the mass market

Shown above: a row of Section 8 houses in Saline, Michigan, near Ann Arbor, built by the Hannah Construction Company. Price was $6,750 for the house "complete," with insured mortgage of $4,750; but buyers could work up down payment credit by doing decorating, outside painting, trimming out the house, laying the finish flooring—an arrangement which in some cases reduced down payment to $500.

Detroit builders and lenders prove that housing for lower income families can be successfully produced using the financing tool provided by Section 8, Title I of the National Housing Act

SINCE 1950, when Section 8 was added to Title I of the National Housing Act, smart builders and lenders here and there have begun to see that this mortgage is the most lucrative in the insured mortgage portfolio. To its interest rate of 4½ per cent is added a service charge of ½ of one per cent monthly on the outstanding balance. Thus a holding mortgagee can net five per cent.

Since delinquencies for this type of mortgage have proved to be practically zero, its position is even more attractive. After all, which is the most secure? A $20,000 mortgage on a fancy house which, should hard times come, may be the first to go bad; or a $5,700 mortgage on a minimum house which is being carried by a young family at monthly payments of $40 or less (low enough even to fit into a pattern of unemployment compensation payments)?

From the lender's point of view the small dollar amount of a Section 8 loan may seem somewhat disadvantageous. He has to run twice

as fast to invest the same amount, so to speak. But the advantages of yield, extremely low delinquency and almost nonexistent service charges would seem to outweigh this consideration by far.

Naturally lenders and builders are in business to make a little money, and a builder without larceny in his heart can make about 10 per cent gross profit on a house insured under Section 8, Title I. But a Section 8 operation also carries with it, for builder and lender alike, the tremendous inner satisfaction of rendering a true public service.

A builder who has produced a group of houses under Section 8 has made a contribution to the welfare of our national life. He has made it possible for a newly established family to get started in home ownership. Generally speaking, he has taken a family out of inferior rental housing, for which a high rate is paid, and provided new, healthful, well-built living space which can be purchased with a low down payment and carried at monthly payments which are far lower than market rent for the same amount of space or even less.

For the builder who has a good sense of human relations—and who enjoys the challenge of streamlined construction efficiency—all this adds up to a lot of fun.

THE HOUSE BEHIND SECTION 8, TITLE I

Requirements:

1. Bedroom and bathroom doors.
2. Entire interior must be trimmed.
3. Joints must be taped if drywall is used.
4. Electric outlets and switches in all rooms.
5. Light fixtures in bathroom, kitchen and utility rooms.
6. In addition to utility space, there must be 250 cu. ft. of storage space, half of which may be in attic providing a disappearing stairway is installed.
7. If a single wooden floor is provided, there must be 15-pound felt laid on top of floor joists.
8. If laying a slab floor (concrete), there must be 6 inches of gravel and 55-pound roofing felt laid under slab.
9. Exterior of house must be painted complete.
10. Heating unit, sink, bathroom complete.

Not Required:

1. Interior painting.
2. Closet doors.
3. Gutters or conductors (downspouts).
4. Service or public walks.

(The local building code must, however, be complied with.)

Owner Occupant: Maximum mortgage $5,700.

Operative Builder: Maximum mortgage $5,100.

Maximum term: 30 years.

Interest rate: 4½ per cent.

Service charge of ½ per cent per annum is permissive.

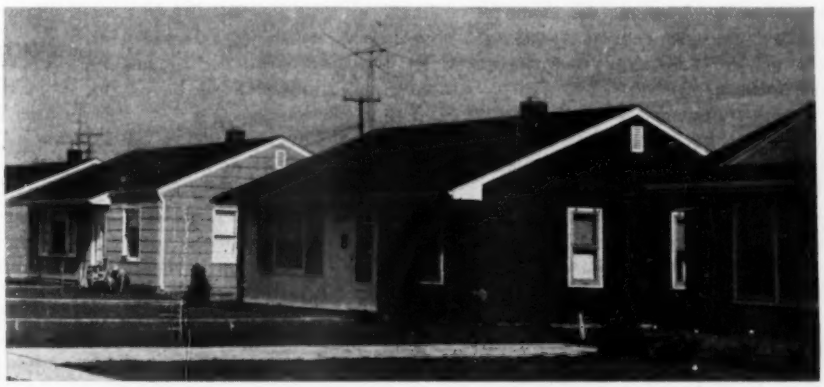
FHA insurance premium ½ per cent on declining balances.

A Short History of Section 8

Section 8 was added to Title I in order to extend the advantages of insured financing to the lower-income brackets not reached by Title II operations. The low-cost house envisioned by Section 8 was based on the idea that the buyer could himself complete some of the finish work. This was not, however, a "shell house." Rather, FHA has always interpreted it as an owner-completed house, and has emphasized that the lender's security is immediately increased by the action of the owner in adding to the property.

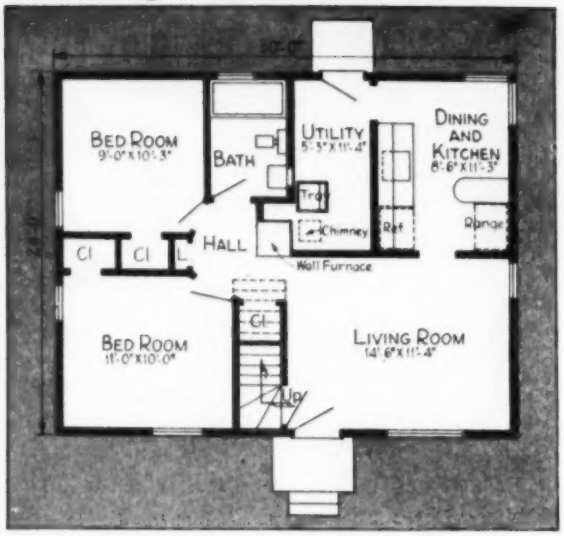
Originally, Section 8 allowed a maximum insurable mortgage on an owner-occupied house of $4,750, or up to 95 per cent of FHA's value of the house and lot. (If the builder was the mortgagor, the limit was $4,250.) The maximum term was set at 30 years and the interest rate at 4¼ per cent. The only location requirement was that the site had to be suitable for building. Each house had to be finished to the point where the family could comfortably live in it while doing the finish work.

This work, as permitted by the law, included in the main, laying finish flooring, trimming out the house, doing inside painting, instal-



A case of the working man financing the working man: a group of 94 houses built in Wayne, Michigan, by the Glen Haven Building Co., with Section 8 financing by the Wayne County Employees Pension Fund. Houses were sold complete for $6,290, with $1,800 down and monthly payments of $34, covering everything. In May, 1951, the site was a strawberry patch. By December, all 94 families had moved into their new houses.

building under Section 8





SECTION 8 houses built by Sidney C. Barnes and Morton Graddis in Warren Township, a highly industrial area on Detroit's fringe.

Under Section 8's original $4,750 mortgage, these houses sold on $800 lots for $5,750 for the 1-story model and $6,250 for the 1½-story. Down payments for the two types were $1,000 plus $250 in closing costs and $1,500 plus $250 in closing costs. Monthly payments on the one-story house, including everything, were $41. On both deals, the buyer laid flooring, did trim, ceiling insulation, decoration, sidewalks and landscaping.

Under the new $5,700 mortgage allowed by Section 8, Barnes and Graddis are striking for a one-story house which can be sold for $6,400, thus making possible a down payment of under $1,000—$700 plus $250 in closing costs. Monthly payments will run around $47. Cost of a 1½-story model will be $500 more. Only finish work done by the buyer will be decoration, walks and landscaping.

Barnes and Graddis have produced 500 Section 8's, find that these houses sell themselves, from $4 worth of classified newspaper space per house.

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ling gutters and downspouts, putting in sidewalks and service walks, doing finish grading and landscaping. But in every case, the local building code had to be complied with. This meant that some of these jobs sometimes had to be done by the builder and the cost added to the price of the house. Also, competition was naturally a determining factor in setting the pattern of work items left by the builder for the buyer to do. In many an instance, though, the arrangement would cut as much as $1,100 from the price of the house.

From the inception of Section 8 operations in April, 1950 through 1952, 12,175 houses were built, their mortgages aggregating $59,800,300. By August 31, 1953, the Section 8 mortgages had increased in number to 14,931 and in total volume to $73,602,000.

The average Section 8 house has been a 2-bedroom model of about 720 square feet, built on slab or crawl space, and sold in the $5,200-$6,500 range on 20- or 25-year mortgages with average down payment of around $1,000 and monthly payments, including everything, in the $34-$40 bracket. The builder cleared about $500 a house.

On the whole, though, lenders persisted in viewing the whole proposition as a shell-house deal and declined to show much enthusiasm, in spite of the fact that the record of buyer interest and alacrity in completing the finish work is excellent. To break down apathy in lenders, three important changes have been made in Section 8.

First, in January, 1953, a service charge of one-half of one per cent monthly on the declining balance of the mortgage was permitted. Then in May, 1953, the interest rate was raised to 4½ per cent. Finally, the work which the buyer is permitted to finish has been cut down. In actual practice, this meant—and means—that the builder produces a house complete up to the point of interior painting. It was soon seen, however, that this put too great a squeeze on the builder, costs being what they are, and on June 30, 1953, came the approval to raise the Section 8 maximum insurable mortgage to $5,700 (still a maximum loan of 95 per cent of FHA's valuation of house and lot).

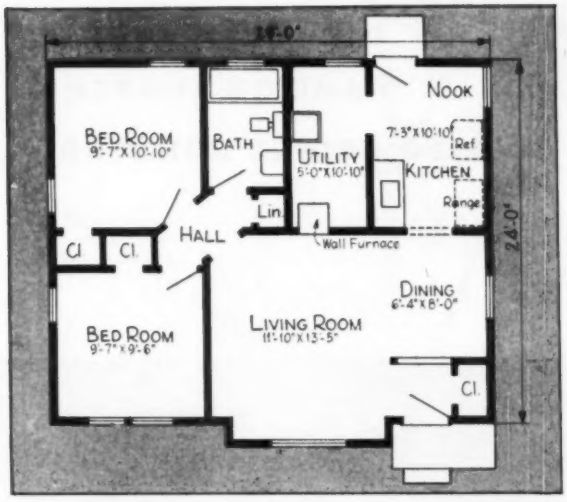
Today, the profile of the Section 8, Title I house as allowed by the law looks like this:

Detroit Leads the Way

Michigan and Texas have headed the list of states in production volume of Section 8's. As of August 31, this year, FHA had insured 2,565 mortgages totaling $12,037,000, secured against properties in Michigan —almost all located within the jurisdiction of the Detroit insuring office. In Texas, the score was 2,497 mortgages totaling $11,738,000.

The Michigan record has been due primarily to the crusading zeal





JOSEPH L. CURRAN and Clifford B. Johnson (Fort Dearborn Building Co.) have built some 500 houses under Section 8 in and around Dearborn, Michigan. Their version has considerable architectural appeal, also a clever floor plan. Note vestibule arrangement and the space-saving diagonal hall. Siding is an insulating type—Nu-Lap. Under Section 8's former $4,750 mortgage, Curran's product sold for $5,700 with $1,000 down and monthly payments of $38, including everything. The buyer installed finish flooring, trim, did the decorating, walks, landscaping.

Under the new $5,700 mortgage permitted by Section 8, the buyer will do only decorating, sanding floors, walks and landscaping. House will be priced at $6,950, will be completely trimmed and will include cabinets in kitchen, hardwood floors, linoleum in kitchen and utility room, rubber tile in bathroom. A disappearing stairway will be installed by the builder (roof pitch having been raised from 5:12 to 7:12 for better attic storage space). The builders have begun a subdivision of 42 of these new-style Section 8's on raw land lotted to provide average sites of 6,500 square feet.

Fort Dearborn's sales experience with Section 8's has been excellent. Says Curran: "We've never had a house sit vacant after completion."

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of Harry M. Steffey, assistant district director of FHA's Detroit office. Enjoying close contact both with lending institutions and the Detroit builders' association, he has carried on a persistent campaign to create understanding and action in behalf of housing for low-income families through Section 8. As a result, the Detroit FHA office has received over 4,000 individual applications for Section 8 mortgages, and has received applications for such business from some 30 lending agencies (but no insurance companies yet).

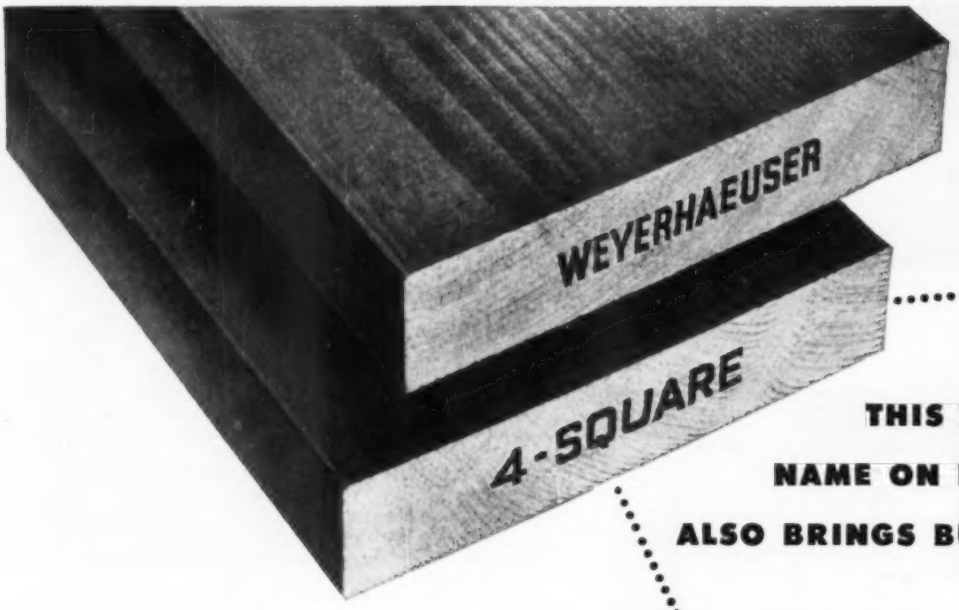
The First Federal Savings and Loan Association of Detroit has been one of the largest lending agencies in this field. Hans Gehrke, the Association's head, reports an even lower delinquency on Section 8's than on mortgages under Title II. Another such agency is the Runkle Mortgage Company of Detroit whose president, C. E. Runkle, recently wrote Steffey: "I thought you might be interested to know that as of today, making our remittances to our principal, we did not have a delinquent account on any of our FHA Title I, Section 8's. Some of these accounts are nearly a year old and it is quite interesting to go out and see how these people are improving their houses by putting in lawns and shrubbery."

On these pages are displayed examples of what builders in the Detroit area have accomplished under this type of financing. One of them —the Wilcox Company of Dearborn —lists the following as the best reasons to use in presenting Section 8 possibilities to loan sources:

(1) The mortgagee can secure a substantial processing fee for Section 8 loans; (2) Section 8 loans are in one economically uniform amount — $5,700 — with identical amortization schedules; (3) only under Section 8 does the mortgage security increase in value during the first five years of the loan—so these mortgages season twice as fast as the usual mortgages; (4) experience has proved that Section 8's produce greater net yield than any other insured loan, because servicing costs are less, delinquencies are lower, and foreclosures are almost unknown; (5) Section 8 mortgagors are usually newly formed family units, and new families on the way up are the depositors and insureds of the future.

The Answer to Public Housing?

Everyone who gets interested in Section 8 begins sooner or later to see it rosily as the answer to public housing. While it would hardly seem to be *the* answer, it certainly has a vital part to play in working out the full answer. A recent study of slum clearance and rebuilding involving the relocation of 2,100 families showed that 14 per cent of these families could actually manage to buy a house, when forced into it. For such persons, Section 8 housing is a perfect answer.



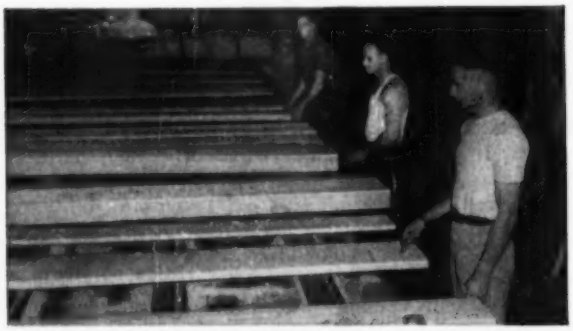
THIS BRAND NAME ON LUMBER ALSO BRINGS BUILDERS...



1 **SCIENTIFIC HARVESTING**—Production of quality lumber products begins with progressive forest management and scientific harvesting. Weyerhaeuser practices continuous re-stocking of forest lands through natural re-seeding, or the transplanting of "superseedlings" such as those shown above.



2 **EFFICIENT LOGGING**—Modern logging is truly on the grand scale. Loads weighing up to 125 tons are carried in one trip on this mammoth truck unit, typical of modern Weyerhaeuser equipment. Logs reach Weyerhaeuser mills in prime condition to produce maximum lumber footage.

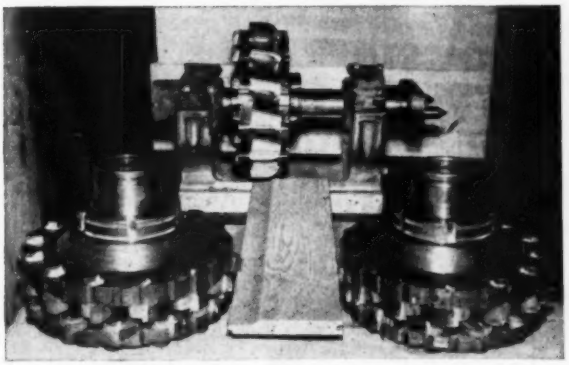


5 **CAREFUL GRADING AND HANDLING**—Extensive training courses are given to Weyerhaeuser grading and handling personnel. Skilled graders above are working on the "green chain". In handling, lumber is constantly safeguarded against damage to appearance or effectiveness.

Grade for grade and species for species, the brand name "Weyerhaeuser 4-Square" is the mark of reliable quality in the lumber field.

This brand name on lumber also means the coordination of modern timber harvesting, modern reforestation, and efficient, modern manufacturing methods. The result is high quality, properly seasoned lumber, which produces the utmost in sound, economical construction.

Quality Control in Every Process



3 MODERNIZED MANUFACTURING—At Weyerhaeuser mills, good logs become fine lumber in a highly developed and carefully controlled manufacturing process. For example, shaping of drop siding is done in the planing mill above. Three cutter heads cut tongue, groove and channel simultaneously.



4 CONTROLLED KILN-DRYING—Today's quality-conscious market demands properly seasoned lumber. The Weyerhaeuser kiln-drying process is scientifically controlled at every stage. Lumber of proper and uniform dryness is assured by a carefully regulated process utilizing trained men and modern equipment.

Quality control as practiced by Weyerhaeuser means that builders can enjoy full confidence in this dependable brand name on the lumber they use. It means lasting satisfaction for owners . . . and better business for builders who use dependable Weyerhaeuser 4-Square Lumber.

WEYERHAEUSER SALES COMPANY

ST. PAUL 1, MINNESOTA



THE SPRINGFIELD, OREGON MILL—At mills located on the West Coast and Inland Empire, Weyerhaeuser 4-Square Lumber is produced in a range of products from Douglas Fir, Idaho White Pine, Ponderosa Pine, West Coast Hemlock, Western Red Cedar and related species.

Builders...Here it is...

Starting with January 1954, you'll get

Your own Regional Edition



Manufacturers—

Here's how you, too, can benefit

'Custom-editing' for the builder-reader MEANS EVEN GREATER READERSHIP. This in turn means greater productivity for your advertising . . . which will share in this increased enthusiasm of the readers. It's your opportunity to reap the benefits from the New AMERICAN BUILDER'S regional editorial program . . . designed to make your advertising even more profitable.

And now you can eliminate all hunches and guesswork in your copy testing with the New AMERICAN BUILDER'S split-run editions. It offers you an ideal opportunity to test three different advertisements . . . at one time! And for only a slight additional cost.

Another step in AMERICAN BUILDER'S Editorial Program

This is what You asked for...

...the New of AMERICAN BUILDER

Custom-Edited for your own Building Area

NOW . . . for the FIRST time in the light construction industry . . . beginning with the January issue . . . AMERICAN BUILDER will publish three separate regional editions. Each edition will be sent to the respective reader in that area . . . NORTHERN . . . SOUTHERN . . and WESTERN EDITION.

This is new . . . different . . . important to you! It means now you can have the type magazine you've always wanted. It's another AMERICAN BUILDER innovation . . . a forward step in the great expansion program designed to make the *New* AMERICAN BUILDER the most useful magazine in the light construction industry.

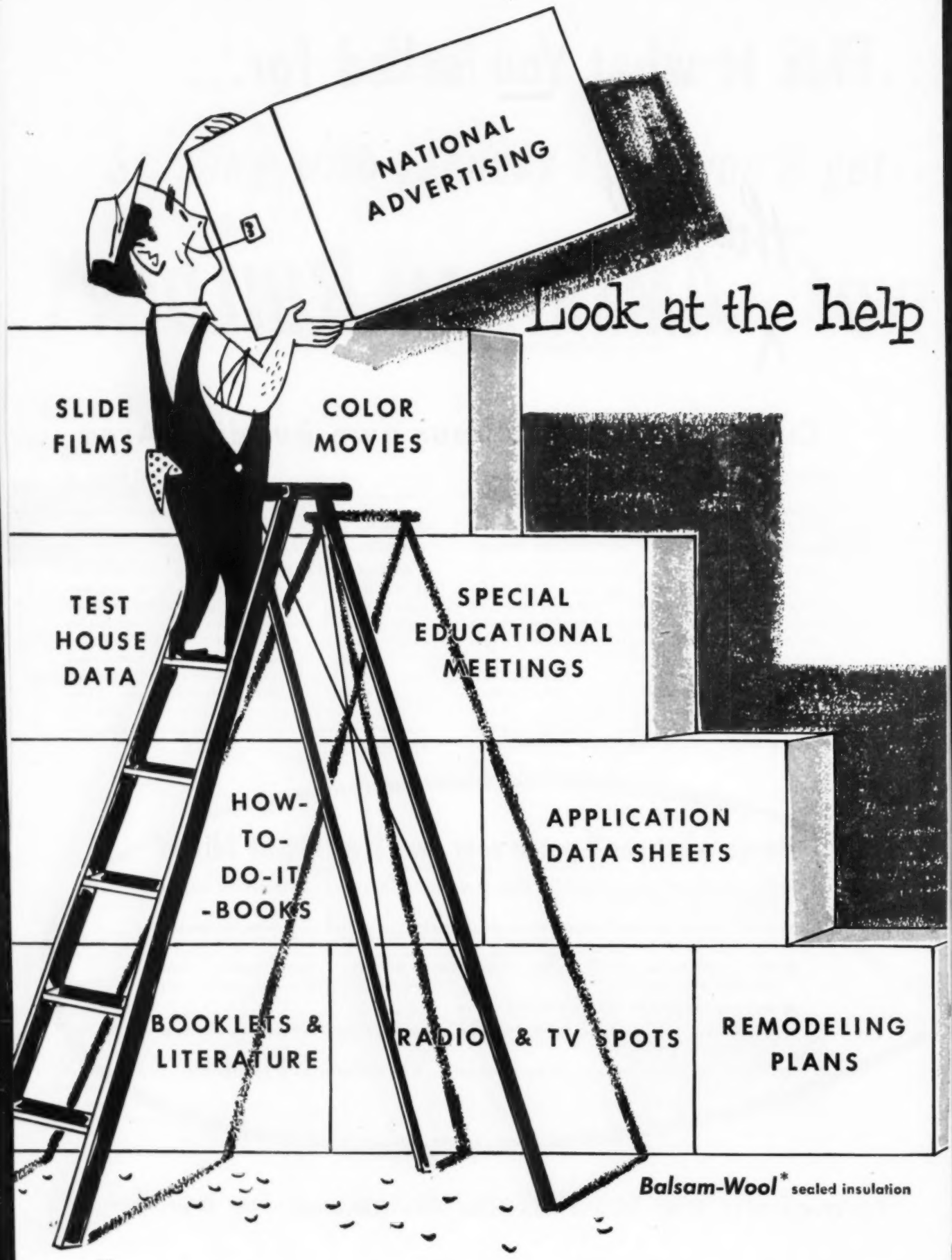
You asked for it . . and here it is . . . a 'custom-edition' of the *New* AMERICAN BUILDER for your very own building area. It will give you your own regional news . . NAHB chapter news . . . personal items . . . specific regional weather forecast . six to eight homes . architectural designs . . photographs . . . block plans and details. To make sure the news is presented the way you WANT it . . . each regional issue will have its own editor . . . who KNOWS the area . . . KNOWS the builders . . . KNOWS your problems.

We think you'll be pleased with the substantial amount of 'home-made' . . . 'back-yard' features in your own regional issue of the *New* AMERICAN BUILDER. Now you won't have to wish for architectural plans designed for your own building climate . . . YOU'LL HAVE THEM . . plus many other 'customized' features you'll find in every issue. Be sure to look for the regional symbol on the front cover of AMERICAN BUILDER . . . N for Northern . . . S for Southern . and W for Western. It's the symbol of a 'customized' magazine . . . presenting the type of reading you ASKED for!

Here's what you'll get in your own *Regional* Edition

- Three pages of regional news . . . news of the NAHB chapters . . . outstanding builder news . . . personal items.
- A full page of the specific regional weather forecast . . . written by a national weather forecasting expert.
- Six to eight homes of each region . . . architectural designs . . . photographs . . . and complete block plans.
- Each regional edition will have its own editor.
- A magazine 'custom-edited' for the builders . . . giving the builder-reader news from his own back yard.
- Front cover identification . . . N for Northern . . . S for Southern . . . W for Western.

to make it the Most Useful Magazine for Builders!


NATIONAL ADVERTISING
Look at the help
SLIDE FILMS
COLOR MOVIES
TEST HOUSE DATA
SPECIAL EDUCATIONAL MEETINGS
HOW-TO-DO-IT -BOOKS
APPLICATION DATA SHEETS
BOOKLETS & LITERATURE
RADIO & TV SPOTS
REMODELING PLANS
Balsam-Wool* sealed insulation

we've built for BUILDERS in 1954

Here's a big program to help you get your share of the big remodeling market ...and help you sell new homes faster in the 1954 buyers' market. Through lumber dealers all over the country, Wood Conversion Company, manufacturer of Balsam-Wool insulation and Nu-Wood insulation board products—offers you a host of selling aids—a complete, well-rounded program aimed at *your* prospects in *your* locality.

The program includes a brand-new, Hollywood-produced movie; practical "product demonstrations" staged in your meetings with prospective homeowners; personally staged for you by our representatives in cooperation with lumber dealers.

See YOUR lumber dealer now about the 1954 Wood Conversion "3-D" Program...designed for the homeowner, your lumber dealer, and you!



First National Bank Building

Wood Conversion Company

St. Paul 1, Minnesota

Nu-Wood * **insulation board products • Products of Weyerhaeuser**

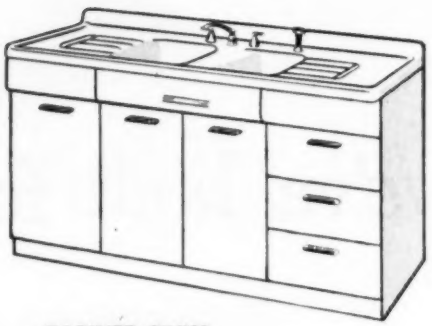
*Reg. U. S. Pat. Off.

New MURRAY



Smart Contour Styling

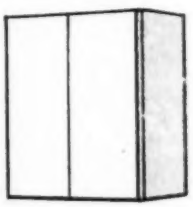
with instant appeal to the feminine eye



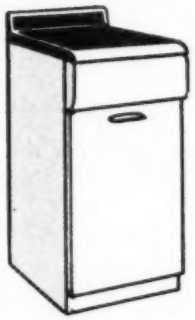
CABINET SINKS

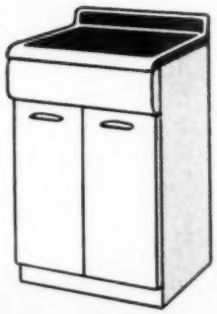
The 66" DeLuxe twin bowl





WALL CABINETS



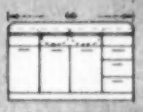


BASE CABINETS

MURRAY CABINET SINKS



END SECTION, ALL SINKS.



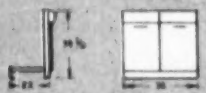
66" DELUXE TWIN — also available in standard model with two drawers.



54" DOUBLE-DRAINBOARD De Luxe Sink — also available in two drawer model.



42" TWIN — also available with deep bowl on left; with two deep bowls; with two shallow bowls; with single bowl, left or right.

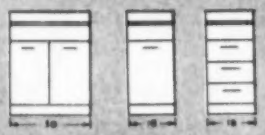


UNDERSINK FALSE cabinet converts sink to cabinet sink.

MURRAY BASE CABINETS



END SECTION, ALL BASE CABINETS

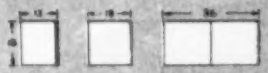


TWO-DOOR CABINETS also in 21", 24", 27", and 36" widths; **SINGLE-DOOR** Cabinets also available in 15" width.

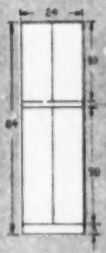
MURRAY WALL CABINETS



30"-HIGH WALL CABINETS — 2-door models also in 21", 24", 27" and 36" widths; 1-door models also in 15" width. Single doors hinged left or right.



18"-HIGH WALL CABINETS — single-door model hinged left or right; 2-door models also in 21", 24", 30" widths.



BROOM CLOSET — 13" deep.

PLUS GLASS END SHELVES, BASE AND WALL FILLERS, FALSE CORNERS AND END PANELS, AND A FULL LINE OF FLAT-RIM AND ROLL-RIM SINKS.

NEW!



MURRAY FOOD WASTE DISPOSER

Continuous feed, extremely quiet. Small, lightweight. Simple, one-man installation!

NEW!

54" WALL CABINET CLUSTER



Four doors, two solid fixed shelves, plus exterior utility shelf. 30" height, 13" depth — matches other wall cabinets' dimensions.

NEW! **WOOD COUNTER TOP**



15" or 18" wide with 3" integral back-splash. One-piece laminated edge-grain maple. Also regular plastic cabinet tops, 15" to 36" wide, in wide range of colors.

NEW! **CONDIMENT CABINET**



Mounts under wall cabinet. Two sliding doors with chrome knobs. Also available in 30" width.

builder department



Geared to give your houses extra sales appeal!

Builders across the country hail new program of co-operation in planning, promoting and pricing Murray kitchens for new construction.

Murray's new Builder Department is staffed by men of sound practical experience. Headed by the well-known C. J. ("Phil") Filson, these experts can really do a job on a builder's planning and selling problems. Depend on them to come up with a winning answer!

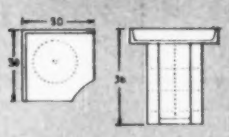
Builders can turn to these able Murray men for real help in planning outstanding sales appeal for small space and limited budget—for aid in getting out the right promotional material on a building project, large or small—and for co-operation in speeding the supply and streamlining the price of Murray kitchen units.

See—*compare*—the Murray line before you decide. In styling these modern beauties we've taken to heart the popular slogan "Never underestimate the power of a woman." You've got to sell a woman if you're going to sell a home—so send coupon today and see what an edge Murray gives you in style and sales appeal!

MURRAY

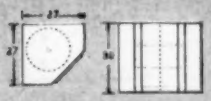
The Murray Corporation of America

NEW! **"LAZY SUSAN" CORNER BASE CABINET**



Three 20½"-diameter revolving shelves with vertical flange at outer edge. Semicircular door is mounted on shelves.

NEW! **"LAZY SUSAN" CORNER WALL CABINET**



Three 20½"-diameter revolving shelves with vertical flange at outer edge,, 15" door. Also available: corner wall cabinet with fixed shelves.

The Murray Corporation of America
Home Appliance Div. Sales Offices, 7700 Russell, Detroit 11, Michigan

Please let me know in detail how the Murray Builder Dept. is geared to help me.

Name_____

Firm_____

Address_____

City_____ Zone____ State_____

this motel is home to the owner



Eighteen rental units and a comfortable second floor apartment for the owner are features of this modern motel

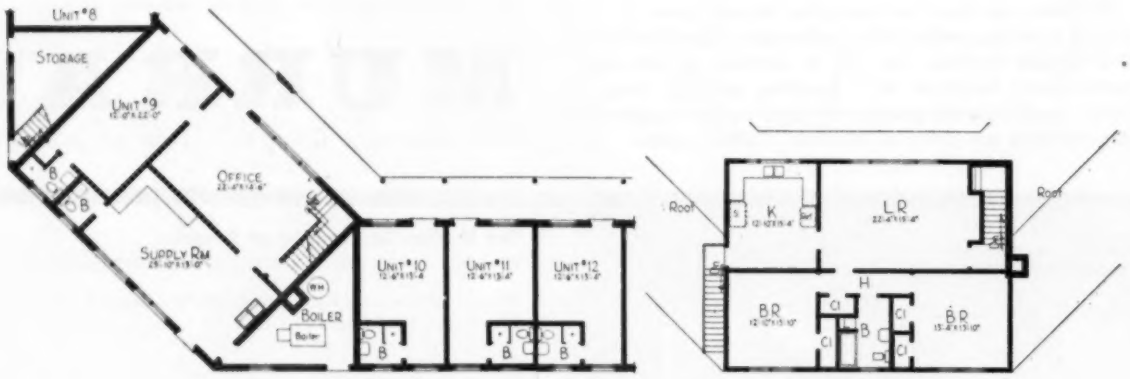
COMFORTABLE living quarters for the owner is a feature of this motel. The structure includes the rentals, office-utility area, and the apartment. The architect, Walter Kroeber of Arlington Heights, Illinois, planned the motel for a triangular plot. The legs of the triangle are the rental units and the apex is the two story office-living unit. The architect chose the two story apartment for the economies found in that type of construction.

The 18 unit roadside hostelry is owned by Leonard Keyes and is located on highway U.S. 12, east of Arlington Heights.

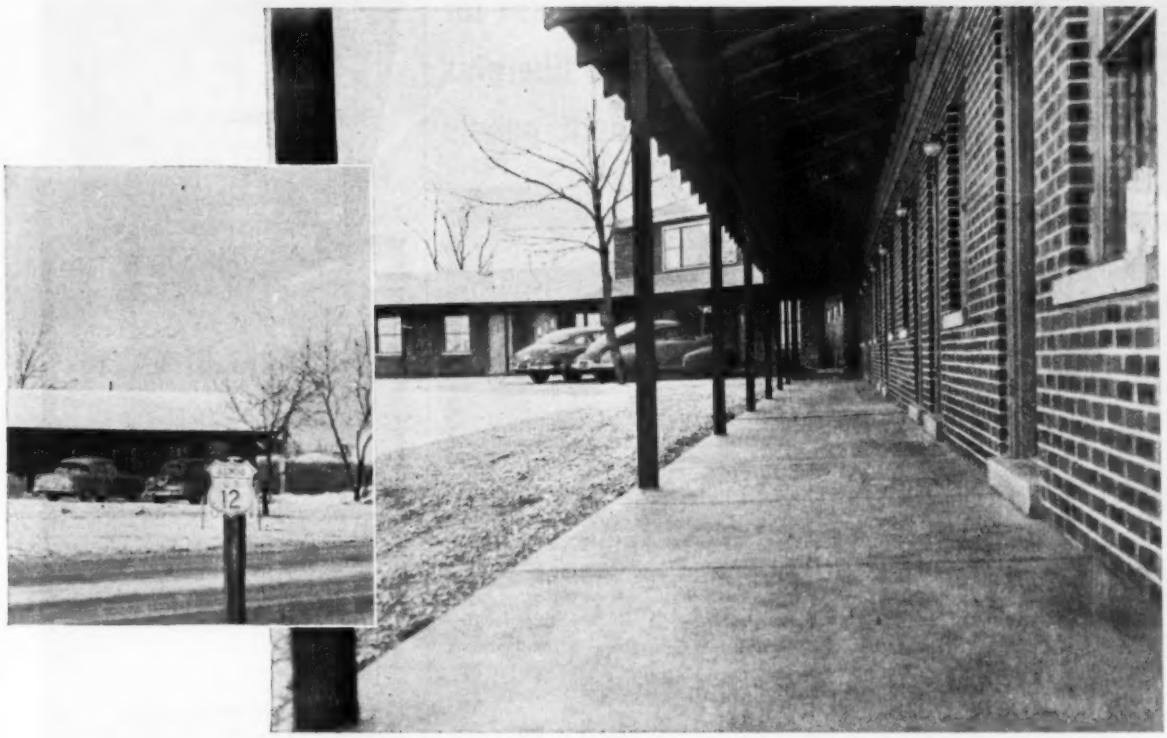
The apartment has 1,120 square feet of living area. The living room is 15x22 feet, the kitchen is 12x15 feet and the two bedrooms are 13x14 feet each. The stairway to the apartment is through the office area.

On the income producing side, each rental has 228 square feet of floor space. Each has its own private clay tile bath.

The shower construction is unique as the front ledge of the shower stall has been raised 12 inches to provide a shallow bathtub for children. The ledge was covered with three courses of clay tile.



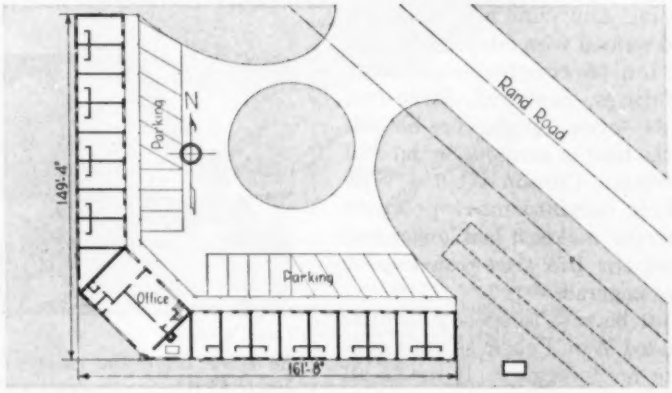
Each unit has 228 square feet of floor space. Bath area was held at a minimum by using a shower in place of a tub. The 1,120-square-foot apartment includes two bedrooms, bath, kitchen, and living room



A 4-foot overhang shelters guests and employees arriving in bad weather. Exterior is brick and redwood

Brand Name Products Used

American Standard plumbing fixtures
Carey shingles
Crane hot water heater
Enterprise paint
Faries bathroom mirror
Fiberglas insulation
Kentile asphalt tile
Kewanee boiler
Libbey-Owens-Ford Thermopane
Minneapolis-Honeywell heating controls
National hardware
Truscon door bucks and windows





Office at the apex of triangular structure commands a good view of front. Raised ledge of shower creates shallow bathtub.

Walls and ceilings of rooms are plaster. Floors are covered with asphalt tile. Windows are steel double hung units



PROTECTION AT ALL TIMES

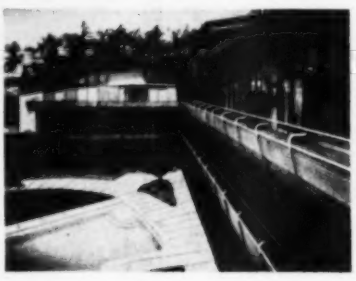
Your local fire department stands ready at all times to give the protection any community needs. And welded wire fabric gives protection to concrete—concrete buildings, runways, drive-ins, yards—even concrete fire houses. In the heat of summer or the cold of winter, Clinton Welded Wire Fabric reinforcement protects concrete; makes it last longer and gives the life that you expect from concrete.

But be sure to specify Clinton Welded Wire Fabric as your concrete reinforcement. It meets all A.S.T.M. specifications and is available in proper sizes and weights for all reinforcing requirements.

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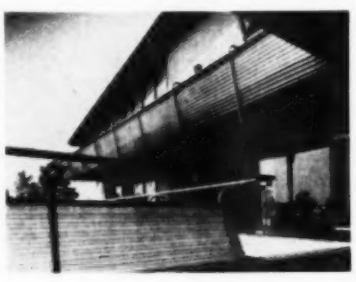
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another use for corrugated fiberglas plastic panels



Fiberglas plastic panels are used in an interesting way as part of the balcony guardrails in the Sunset Lanai apartment building recently constructed in Los Angeles, California. The panels are both translucent and colorful and form one of the most striking architectural features of the lanai-like balconies on each floor.

Architect Edward H. Fickett chose these corrugated panels because the building code required that a fire-resistant material be used to fill



the space below the handrail. The panels fit this requirement and also offer the advantage of diffused colored light.

Blue was chosen as the color for the Sunset Lanai installation so that the balconies would harmonize with the swimming pool in the inner court below.

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There's a way to save money in a shopping center before the doors open for business. Ralph M. Speck, mason contractor on this Akron, Ohio Shopping Center, did it with Lehigh Mortar Cement—and got a better masonry job.

Here is what he found: "We could lay more blocks per sack of Lehigh Mortar Cement than with other brands . . . with others we could lay approximately 40 per sack. With Lehigh Mortar Cement we laid up to 48. It holds at least two more shovels of sand and that really mounts up to a big saving on jobs of this size."



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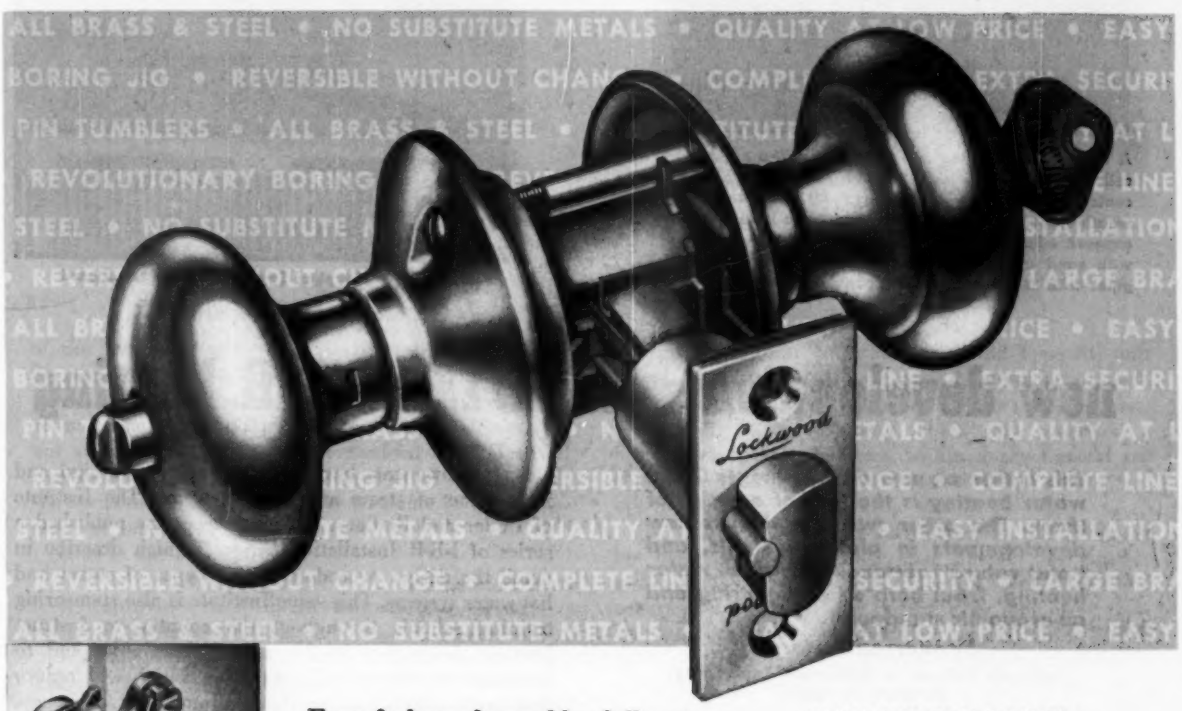
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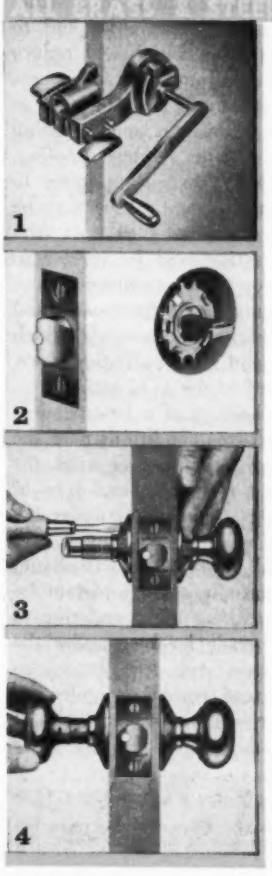
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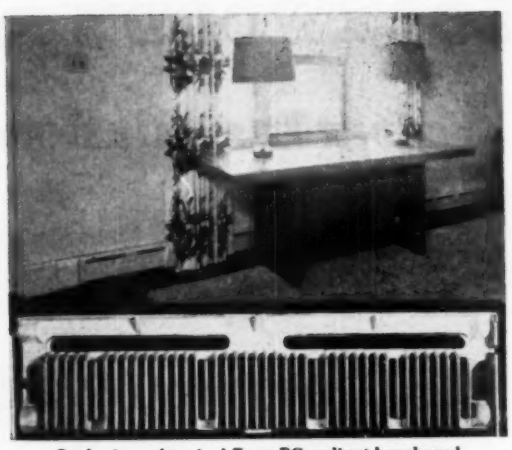
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Back view of typical Type RC radiant baseboard

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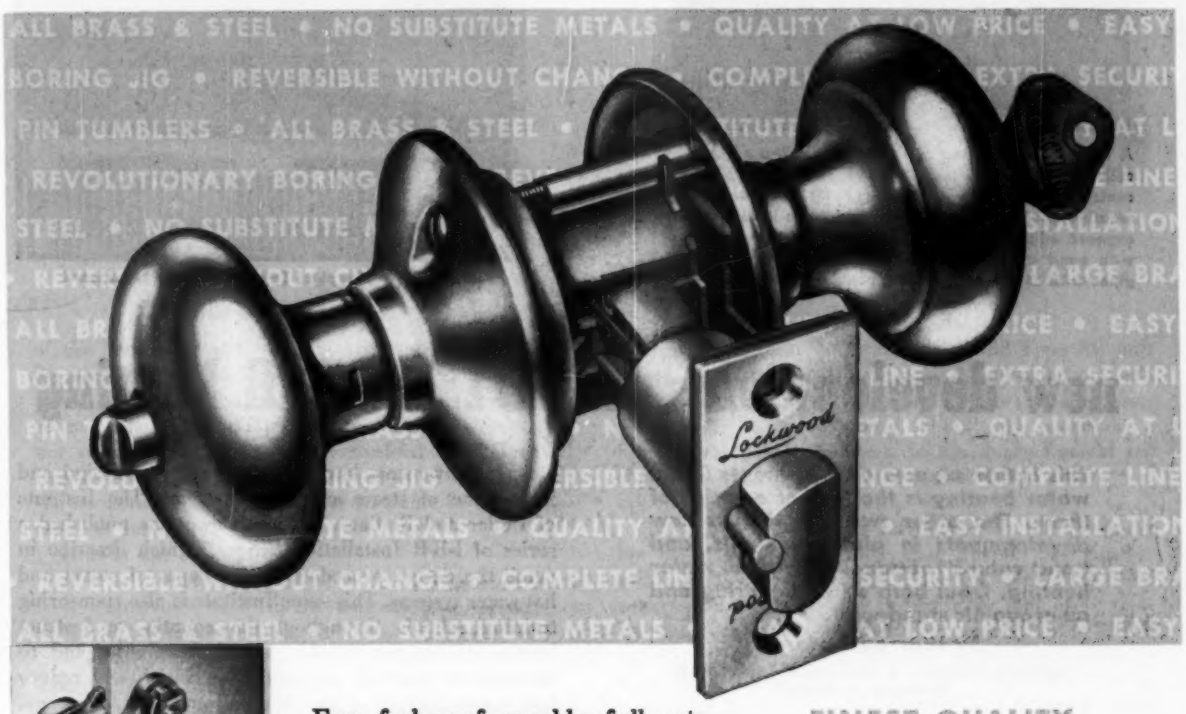
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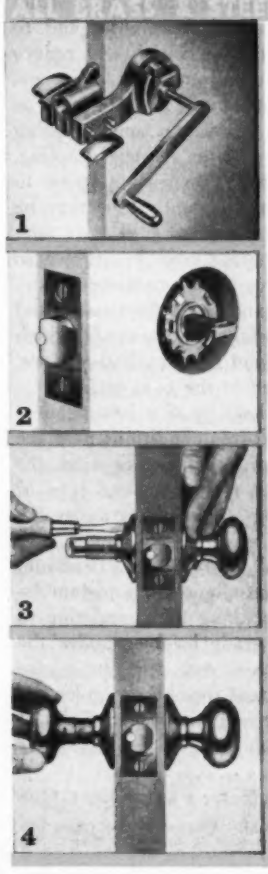
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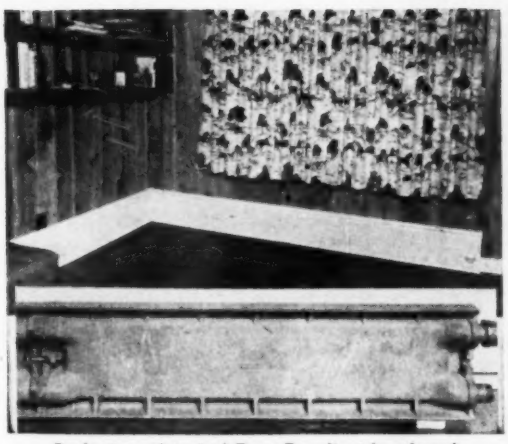
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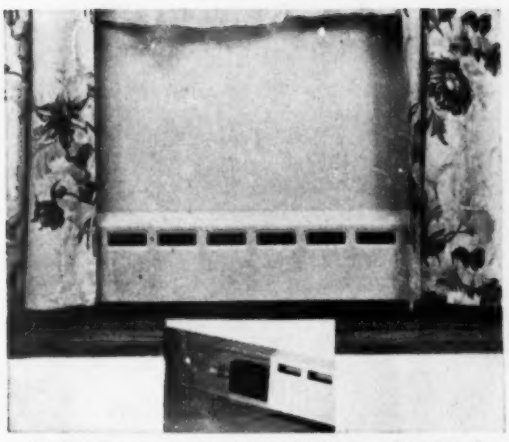


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Back view of typical Type R radiant baseboard



Sectional view of typical finned tube type baseboard

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The radiant convector type (Type RC) is also made of cast iron or steel. This type differs from the Type R in that air spaces for the circulation of air are provided between the bottom of the unit and the floor and at the top of the unit. The wall side of the Type RC unit is provided with fins to increase the transfer of heat.

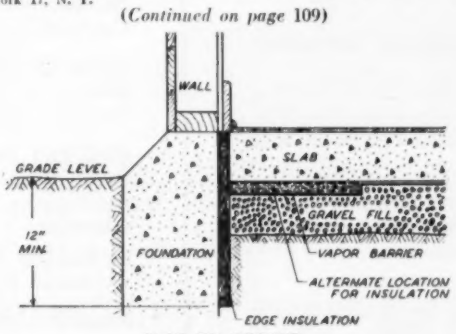
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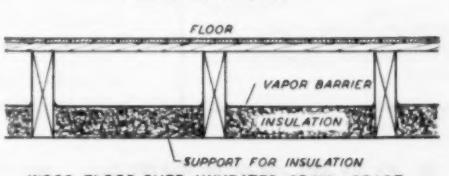
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(*Continued on page* 109)



SLAB ON GROUND

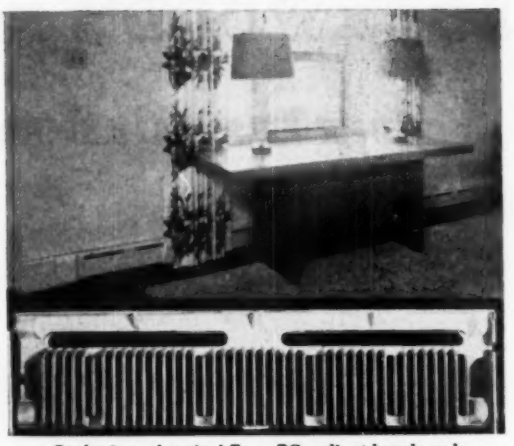


WOOD FLOOR OVER UNHEATED CRAWL SPACE

RECOMMENDED METHOD OF INSULATING FLOORS IN BASEMENTLESS HOUSES



A typical floor heating coil installation. The serpentine coil is made of ¾-inch black iron pipe on 12-inch centers. Joints are welded. Gravel fill is covered with weatherproof membrane. L-type insulation is used along exposed edges of floor. Pipes are ready to be covered with sand aggregate cement. Cement should enclose pipes with at least 1¼ inch of concrete over top of pipe



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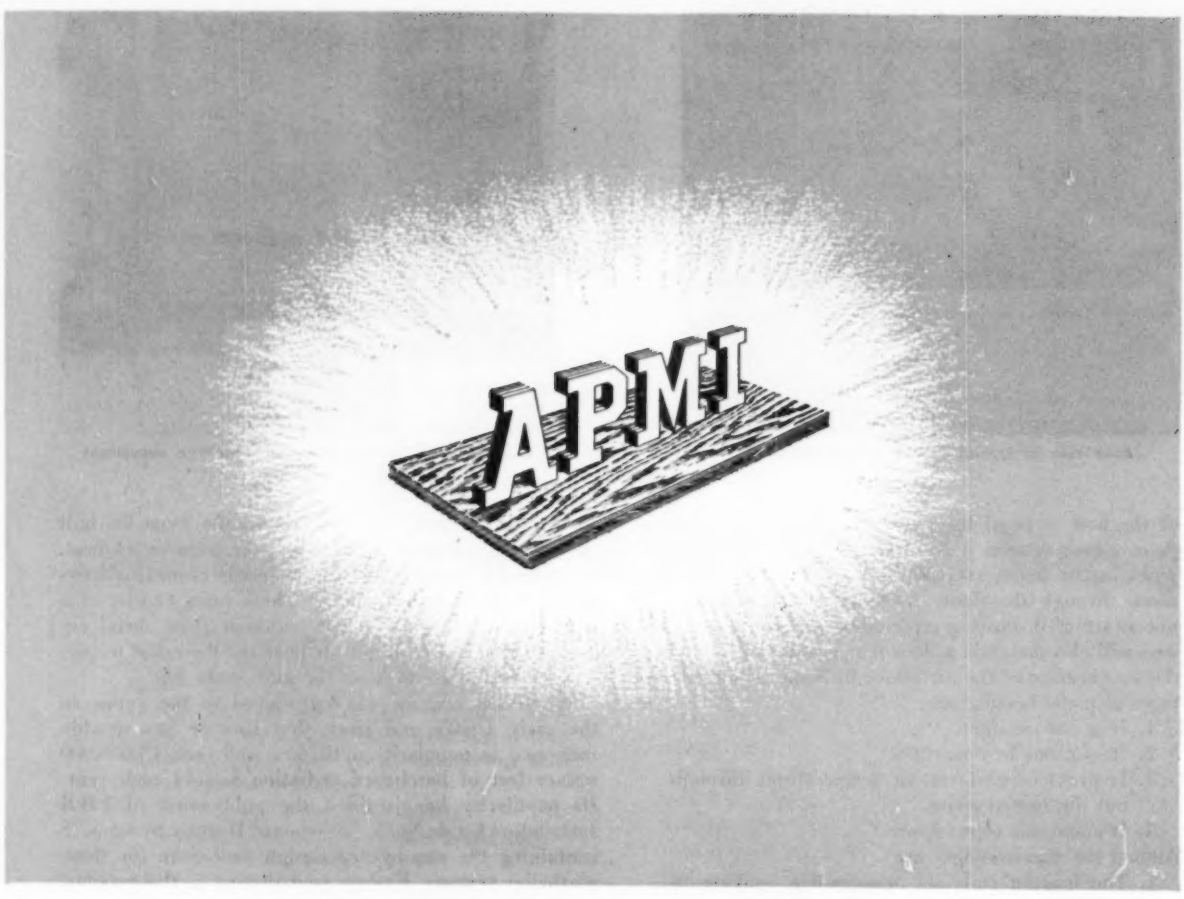
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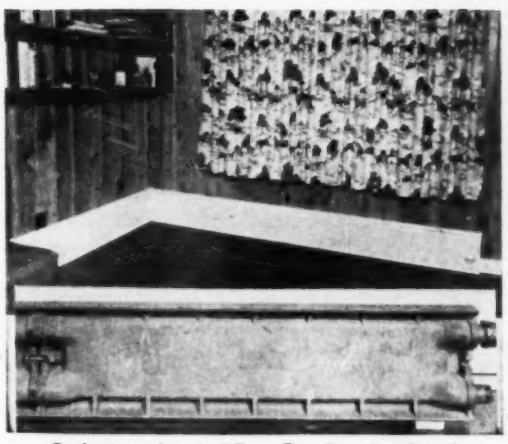
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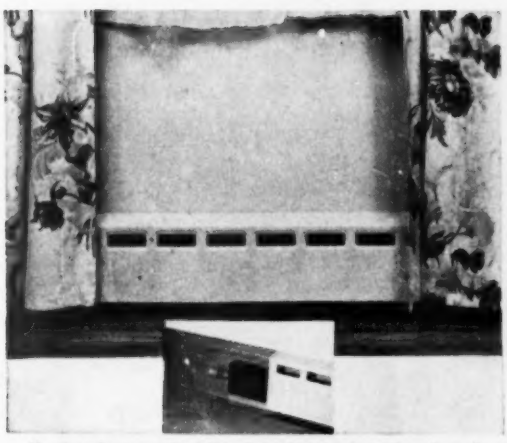
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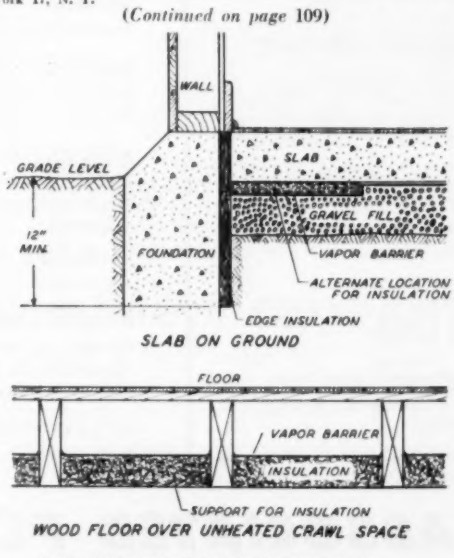
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(*Continued on page* 109)



RECOMMENDED METHOD OF INSULATING FLOORS IN BASEMENTLESS HOUSES

HEATING

(*Continued from page* 107)

under many of the large glass areas which are being built into the modern home today.

3. Baseboards do not interfere with furniture placement.
4. Baseboards are economical to install and operate.

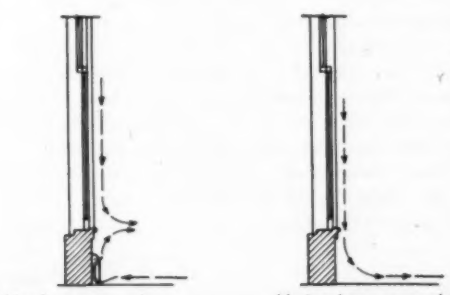
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Not only does the baseboard system warm the air near the floor, but it also warms the floor itself. Tests conducted at the University of Illinois in a basementless house showed that in zero weather and with the thermostat set at 72 F, the temperature of the floor in a room heated with baseboard units was about 74 F at the outside wall and 68 F in the center of the room. These tests also indicated that where baseboards were not used, these floor temperatures in zero weather were about 50 F and 67 F, respectively.

In a well built house, baseboard heating, properly designed and installed, will guarantee warm floors and uniform, draft-free heat in all types of homes including slab-on-ground or crawl space basementless construction.

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(*Continued on page* 111)



ELIMINATION OF DRAFTS BY LOCATING HEAT SOURCE UNDER GLASS AREA

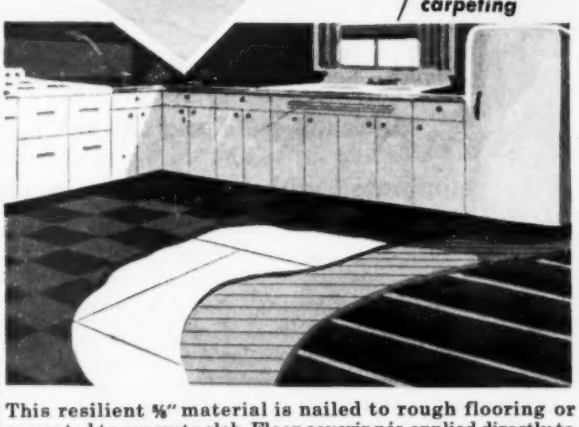
Arrows show direction of cool air currents from windows and warm air currents from baseboard units. Warm air from baseboard neutralizes cool air from windows, preventing drafts across floor. The result is draft-free heat with little difference in temperature from ceiling to floor

Wood-Textured HOMASOTE Panels — *for interior and exterior use*



. . . individually molded from actual boards—reproducing all the grain and texture of natural wood. These panels have all the insulating, sound-deadening and weatherproof qualities of standard Homasote—they may be used inside or out. Striated Homasote Panels are also available. Full particulars sent at your request.

HOMASOTE underlayment — *For ⅛" linoleum, tile, and wall-to-wall carpeting*



This resilient ⅛" material is nailed to rough flooring or cemented to concrete slab. Floor covering is applied directly to this material—there is no need for felt or pad. Available in easily handled 4' x 4' size, you save in both labor and materials otherwise used. Send coupon below for literature and specifications.

HOMASOTE COMPANY

Trenton 3, New Jersey

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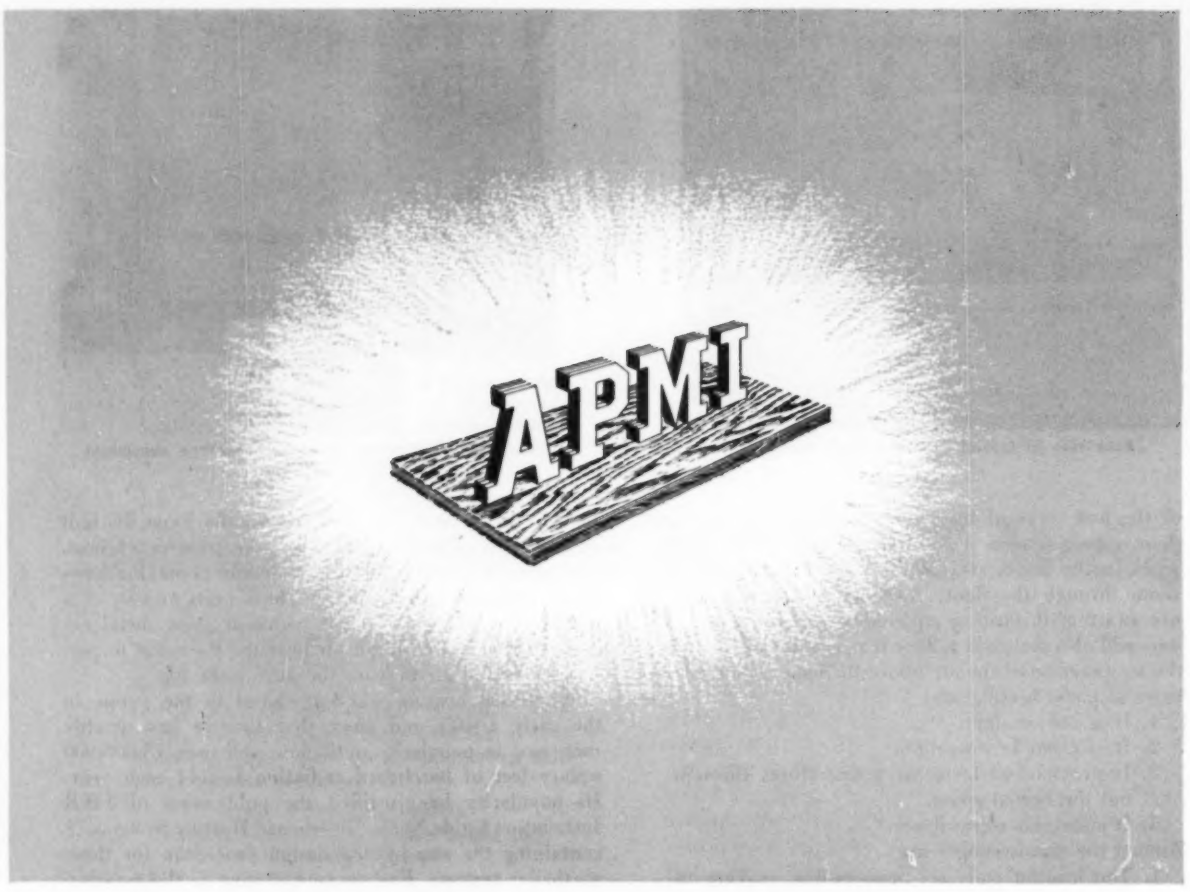
HOMASOTE COMPANY, Trenton 3, N. J., Dept. 59D
Send detailed, illustrated literature on
☐ Wood-textured Panels ☐ Homasote Underlayment

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CITY & ZONE_____ STATE_____

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what this TRADEMARK *stands for-*

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925 Toland St., San Francisco, Cal.
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SALES OFFICES:

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QUALITY PLYWOOD. Fine Douglas fir from Oregon's rain forests. Modern mills and machinery—manned by veteran plywood workers. Grademarking *and* trademarking—double guarantee of quality.

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INTEGRITY OF MANAGEMENT. Honest prices and fair dealing is a basic Associated policy—always has been and always will be.

PRODUCT DEVELOPMENT. Recent new Associated products that have opened up new markets and new sales opportunities include *Sea Swirl* decorative fir plywood (Select and Knotty), Vertical Grain plywood, Plyron, Hardwood-faced plywood in Birch and Lauan Mahogany.

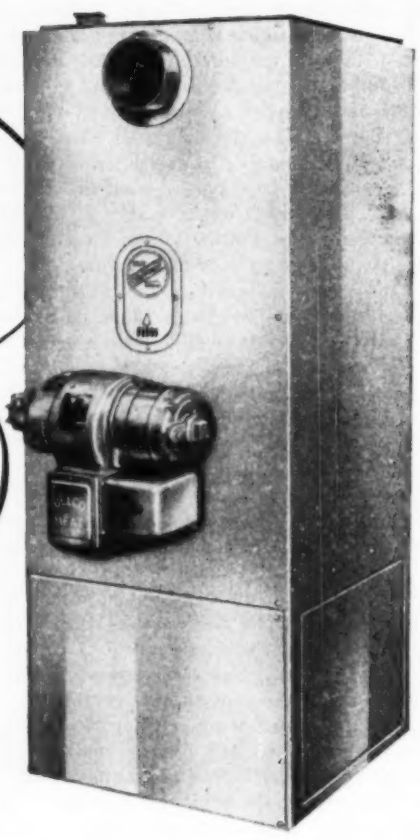
ALL OF THESE FACTORS are built into, and are a part of the Associated trademark. Look for it on plywood you buy. We welcome your inquiries.

ASSOCIATED PLYWOOD MILLS, Inc.

General Offices: Eugene, Oregon • Plywood plants at Eugene and Willamina. Lumber mill at Roseburg.

Lowest priced Delco forced air furnace ever made reduces new home costs!





Costly frills and extras

eliminated without sacrificing quality

To offset rising costs, General Motors Delco-Heat now offers you top-quality, top-performance heating units at new, low prices for truly profitable installation. The new economy OBC75-H oil-fired Conditionair is compact – only 25x25x66⅝ for use in closets or other small out-of-the-way spots. 75,000 Btu/Hr. output. Has new wrap-around steel cabinet with Delco Green enamel finish. The 16 ga. steel heat transfer unit is seam welded to eliminate combustion leaks. The Circle-Air Radiator adds an extra heating surface – improves efficiency. Other great Delco features are the Quik-Action stainless steel combustion chamber; Delco-Heat Pressure Oil Burner powered by the vibration-free Rigidframe Motor; centrifugal blower; replaceable air filter; wrap-around wipe sheets; knockouts in side panels that permit installation of filter at either position; and base pan with knockout for floor return.

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For warm air, hot water or steam installations – gas- or oil-fired – for every kind of heating problem, contact your Delco-Heat Distributor. Or write Delco-Heat, Dept. ABH, Rochester 1, N. Y. In Canada, Toronto 13, Ontario.

For a good deal-

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GENERAL MOTORS DELCO-HEAT

General Motors Engineering

Delco Production Skill



...your keys to Sales Success

... a complete line of automatic oil- and gas-fired conversion burners, Conditionair forced warm air furnaces, boilers, and electric water systems.

(*Continued from page* 107)

under many of the large glass areas which are being built into the modern home today.

3. Baseboards do not interfere with furniture placement.
4. Baseboards are economical to install and operate.

An even more important factor than any of those listed which contributes to the popularity of baseboards is the way the units distribute heat near the floor where heat is needed. Because the units are located along the outside walls and under glass areas, the principal source of cold drafts is eliminated. With many systems the air near the floor is considerably cooler than that at the thermostat level. This is particularly true in severe winter weather. With a baseboard system the air temperature near the floor is generally within 2 degrees F of the air temperature at the thermostat level and virtually independent of the outdoor temperature.

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(*Continued on page* 111)



Heat source under Glass Area



No heat source under Glass Area

ELIMINATION OF DRAFTS BY LOCATING HEAT SOURCE UNDER GLASS AREA

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Wood-Textured HOMASOTE Panels

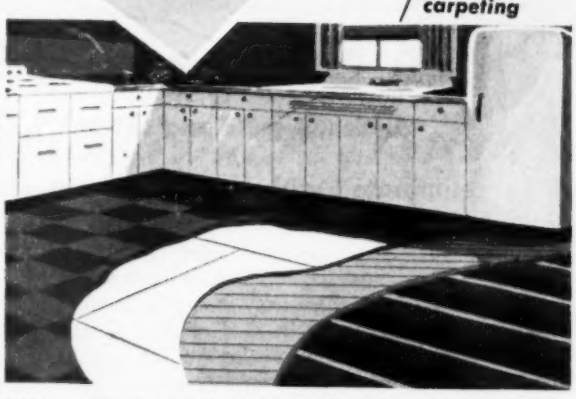
for interior and exterior use



. . . individually molded from actual boards—reproducing all the grain and texture of natural wood. These panels have all the insulating, sound-deadening and weatherproof qualities of standard Homasote—they may be used inside or out. Striated Homasote Panels are also available. Full particulars sent at your request.

HOMASOTE underlayment

For ⅛" linoleum, tile, and wall-to-wall carpeting



This resilient ⅛" material is nailed to rough flooring or cemented to concrete slab. Floor covering is applied directly to this material—there is no need for felt or pad. Available in easily handled 4′ x 4′ size, you save in both labor and materials otherwise used. Send coupon below for literature and specifications.

HOMASOTE COMPANY

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NAME_____

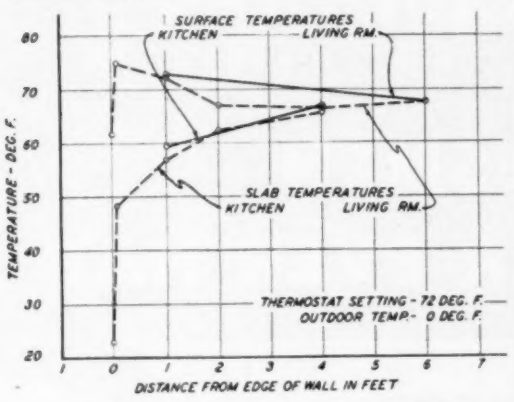
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CITY & ZONE_____ STATE_____

My lumber dealer is_____

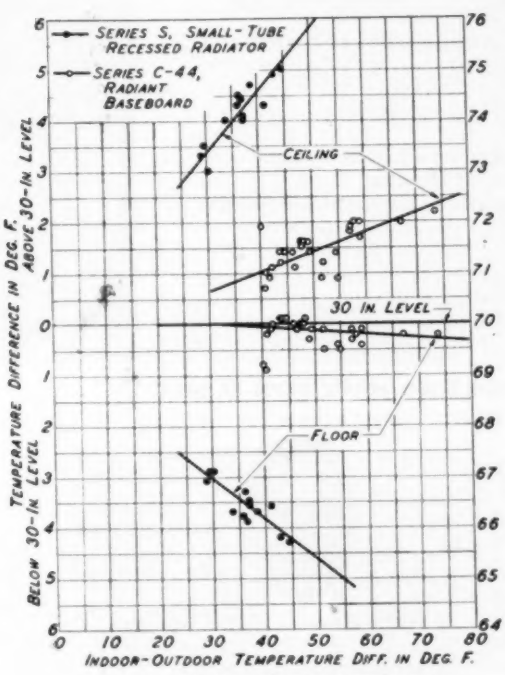
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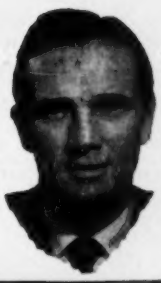
BASEMENTLESS HOME FLOOR TEMPERATURES

These curves were obtained from tests in a basementless house. Baseboard was used along the wall in the living room but not in the kitchen. The baseboard in the living room made the floor near the outside wall as much as 20 degrees F warmer than the kitchen wall where the baseboard was not installed



LAVATORY AIR TEMPERATURE DIFFERENTIALS

Tests made in the I-B-R Research home show that regardless of outdoor temperature, baseboards maintain higher air temperatures near the floor than do the more conventional room heating units. The above results were obtained in the first story lavatory with slab-on-ground construction. In cold weather floors were 3 to 5 degrees warmer



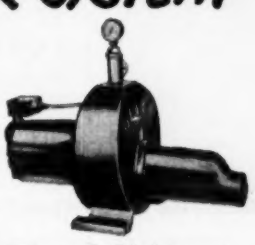
"Build real city water service into your homes even 'way out of town!"



Guarantee capacity with a

DELCO WATER SYSTEM

Give your homes a real sales plus with all the convenience and luxury of dependable running water under pressure. A General Motors backed Delco Water System is the best assurance in the world of plenty of water to fill every need . . . for automatic laundries, baths and showers, watering lawns, everything that means better, more healthful living. Every Delco pump is test rated to deliver every gallon promised and more, now and years from now. Easy to install, easy to service, built for continuous peak performance year after year.



This convertible jet pump is super-simple, super-powerful. Converts quickly and easily to deep well operation if water table falls. For complete information about all pumps, contact your Delco Dealer. Or write: Delco Appliance Division of General Motors, Dept. ABW, Rochester 1, N. Y.

GENERAL MOTORS DELCO WATER SYSTEMS

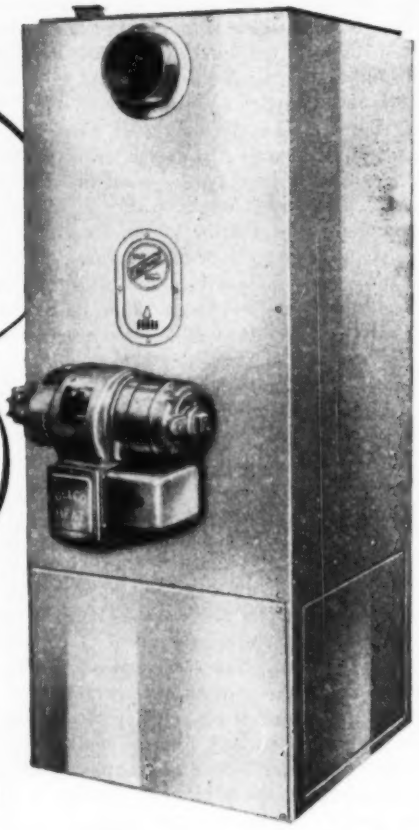
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DEAL WITH DELCO

Lowest priced Delco forced air furnace ever made reduces new home costs!

NEW **DELCO-HEAT**
OIL-FIRED FORCED AIR FURNACE
FEATURES NEW, MODERN,
MASS PRODUCTION
WRAP-AROUND DESIGN FOR
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EVER OFFERED
BUILDERS!





Costly frills and extras

eliminated without sacrificing quality

To offset rising costs, General Motors Delco-Heat now offers you top-quality, top-performance heating units at new, low prices for truly profitable installation. The new economy OBC75-H oil-fired Conditionair is compact – only 25x25x66¾ for use in closets or other small out-of-the-way spots. 75,000 Btu/Hr. output. Has new wrap-around steel cabinet with Delco Green enamel finish. The 16 ga. steel heat transfer unit is seam welded to eliminate combustion leaks. The Circle-Air Radiator adds an extra heating surface – improves efficiency. Other great Delco features are the Quik-Action stainless steel combustion chamber; Delco-Heat Pressure Oil Burner powered by the vibration-free Rigidframe Motor; centrifugal blower; replaceable air filter; wrap-around wipe sheets; knockouts in side panels that permit installation of filter at either position; and base pan with knockout for floor return.

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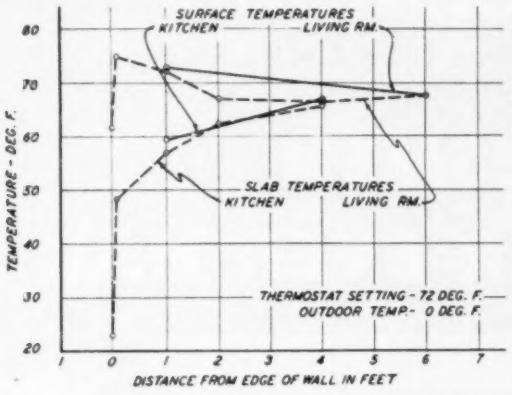


...your keys to Sales Success

... a complete line of automatic oil- and gas-fired conversion burners, Conditionair forced warm air furnaces, boilers, and electric water systems.

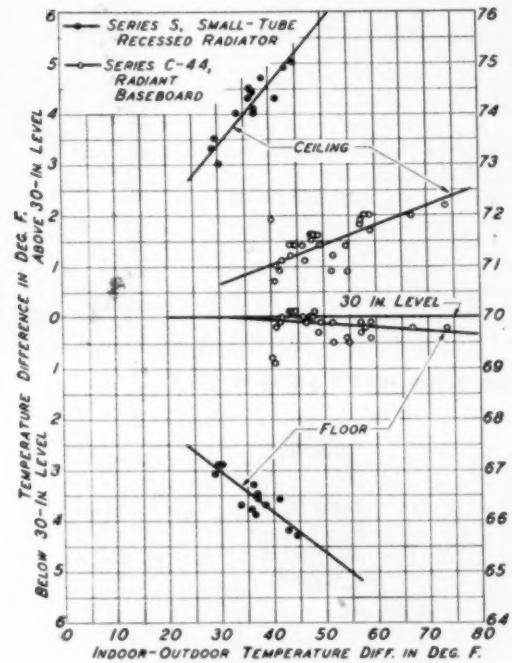
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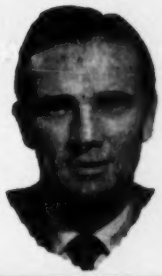
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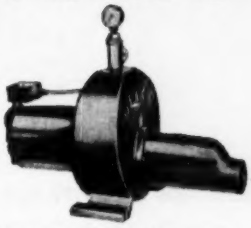
"Build real city water service into your homes even 'way out of town!"





Guarantee capacity with a DELCO WATER SYSTEM

Give your homes a real sales plus with all the convenience and luxury of dependable running water under pressure. A General Motors backed Delco Water System is the best assurance in the world of plenty of water to fill every need . . . for automatic laundries, baths and showers, watering lawns, everything that means better, more healthful living. Every Delco pump is test rated to deliver every gallon promised and more, now and years from now. Easy to install, easy to service, built for continuous peak performance year after year.



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GENERAL MOTORS DELCO WATER SYSTEMS

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The exclusive features of

GP Ripplewood

TEXTURED WOOD WALL PANELING

are the **BEST SALESMEN A BUILDER EVER HAD**



IT'S NEW . . . IT'S BOLD . . . IT'S BEAUTIFUL . . . BUILDERS HAVE PROVED ITS SELLING POWER IN THOUSANDS OF INSTALLATIONS

Here is the touch of home selling magic that has made prospects say "Sold" in every state. Magnificent in rippling texture . . . striking in dramatic beauty . . . its sculptured surface transforms ordinary walls into breath-taking backgrounds. The thousands of G-P Ripplewood installations prove that texture is a potent sales force . . . that thousands of prospects want the luxury of genuine wood walls . . . that houses sell faster and easier with this great product. The selling points that make this possible are:

It's low in cost . . .
Low-cost G-P Ripplewood is packed with buy appeal. No other wood wall paneling offers such beauty at such savings.

It creates new styling ideas that sell . . .
Used in full room treatment, or on one wall, G-P Ripplewood adds elegance and charm to conventional surfaces.

It is inexpensive to install . . .
4' x 8' panels, or full sized 12" x 12" or 16" x 16" squares go up fast, right on the studs, or nail to furring strips.

It is easy to finish in your choice of thousands of dramatic color combinations
Every G-P Ripplewood panel is factory-sealed with a resin primer coat, ready to install and finish. One coat covers. A second color, wiped on, accents the texture. Paint or stain can be used.

HERE ARE THE PROFITABLE FACTS REPORTED BY BUILDERS WHO HAVE SEEN IT SELL



Says W. J. Chambers
Texas

Our model G-P Ripplewood installation at *Modernaire Homes* has received outstanding interest from homeowners, other contractors and commercial interests. It is a great sales force that is mighty profitable for us.



Says Haskel Gordon
Long Island

G-P Ripplewood added extra value and strong sales appeal to our *Old Oaks at Syosset* model home.



Says Herbert J. Kendall
New Jersey

We have found G-P Ripplewood to be a definite sales advantage in our *Laurel Park Homes* selling at $10,900. Our first 170 dwellings sold out and we plan to use Ripplewood in 400 additional homes.



G-P Ripplewood Knotty adds mellow warmth to this contemporary living room.

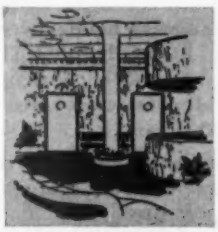
UPGRADE YOUR HOUSES WITH G-P RIPPLEWOOD...IT HAS THE EYE APPEAL AND BUY APPEAL THAT SELLS



G-P Ripplewood extends a warm welcome from the mellow interior of this traditional setting.



Dignity and distinction are added to commonplace commercial settings with G-P Ripplewood.



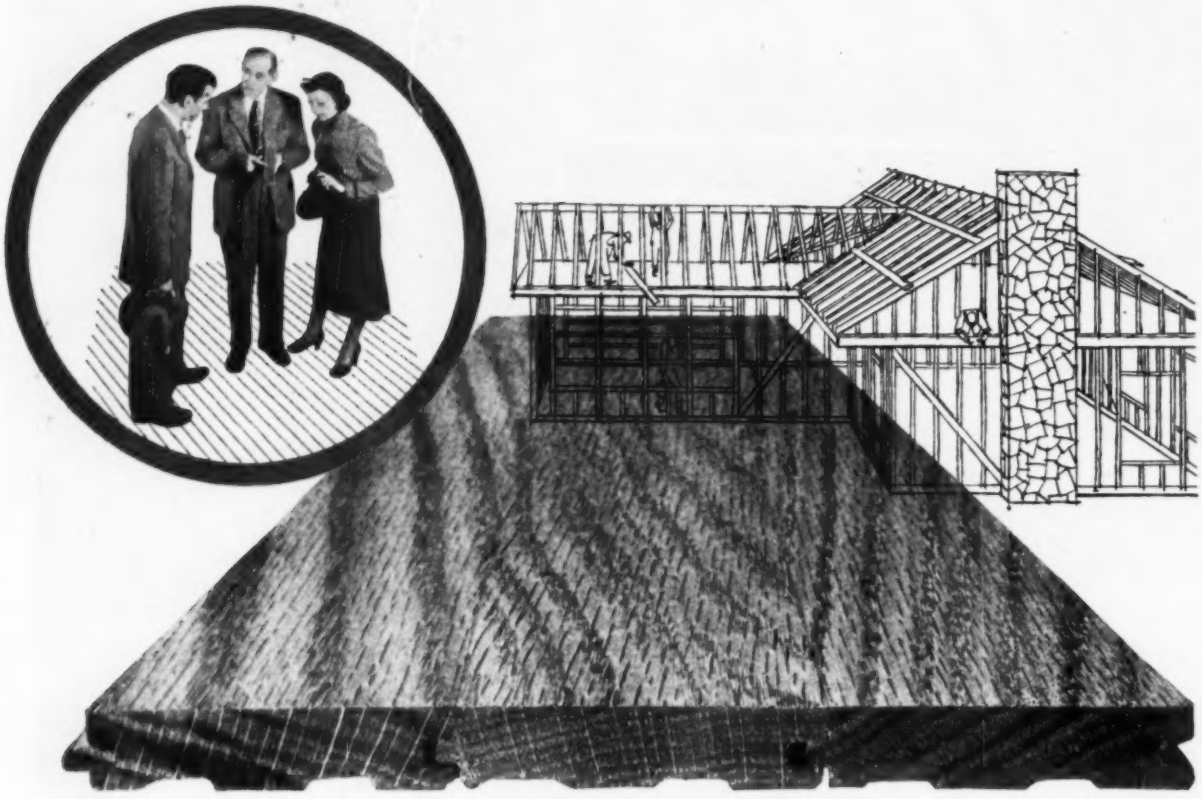
Diners in this fashionable restaurant almost invariably want to know "Where can I get this wall paneling?"



The dramatic touch of showmanship that G-P Ripplewood adds to this showroom makes it an inviting place to do business in.

GEORGIA—PACIFIC PLYWOOD COMPANY

Dept. AB-12, 270 Park Avenue, New York 17, N. Y.



Sales-minded contractors are looking at **OAK FLOORING'S** New 4th Dimension

Oak's 4th Dimension is something new we know about Oak Flooring...something known about no other building material, let alone other floorings.

From a nation-wide study, we know now that 80% of all architects, 88% of all contractors, 96% of all real estate agents and 83% of all future homeowners prefer Oak Flooring over all other flooring materials.

What does this 4th Dimension—Oak's overwhelming preference—mean to you?

As an operative builder, you are concerned with selling as well as building. With the knowledge that 83% of all future homeowners want Oak Flooring in their homes, you know that your homes will have a big sales advantage. 88% of all contractors agree that nothing helps to sell a house faster than a good Oak Floor.

As a custom builder, your counsel on building materials is valued by your customers. More persons every day are becoming sold on beautiful, durable Oak. They know that Oak gives walking comfort...insulating qualities, too. These facts are proved by 96% of all real estate agents, who agree that houses with Oak sell faster.

So, you see, Oak's 4th Dimension means more than the attractiveness and structural worth you have always provided with Oak Flooring.

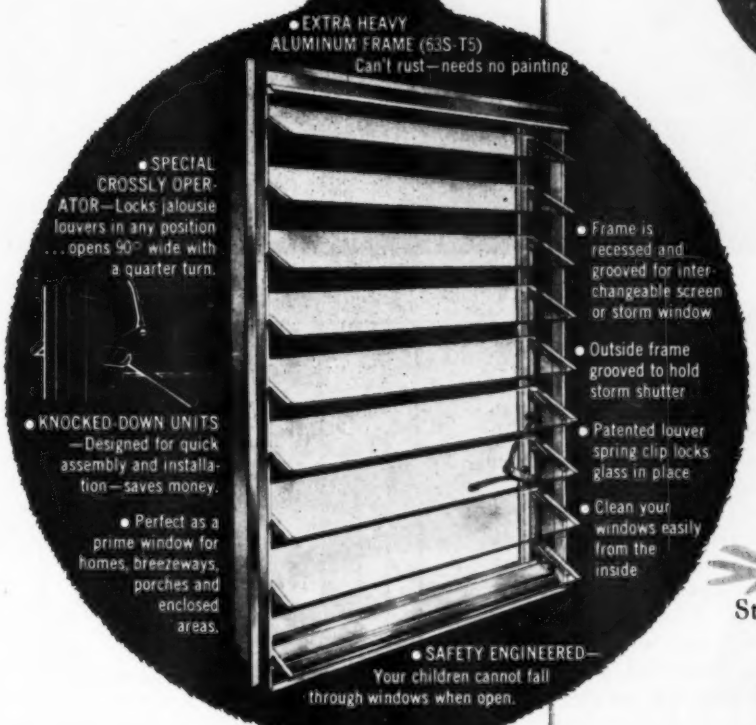
NOFMA OAK FLOORS

National Oak Flooring Manufacturers' Assn., Sterick Building, Memphis 3, Tenn.

This mark on Oak Flooring is your assurance that it meets NOFMA standards.

Christmas comes 365 times a year...

with CROSSLY "SURESEAL" JALOUSIES



Here's a window you can sell for all weather conditions. Once installed, there will be no service calls, no complaints—just profits! Head, sill, and both sides are completely weatherstripped, making the "Sureseal" jalousie the perfect all-weather window for all-America. Stock "Sureseal"—TODAY!

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Check one: Builder☐ Dealer☐ Distributor☐

Gentlemen: Please send me information on your All-Aluminum Crossly Window. Thank you.

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Address .....

City ..... Zone ... State .....

Crossly
WINDOW CORP.
3550 N. W. 71st STREET, MIAMI, FLORIDA



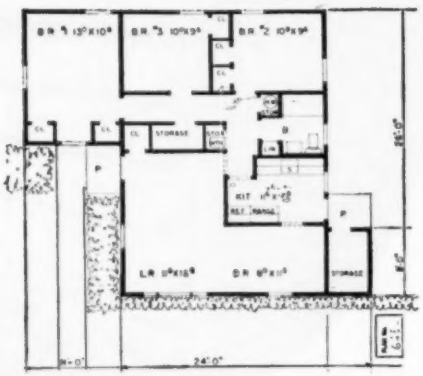
Model 647 with attached carport, Mobile, Alabama. B. J. Carpenter, *Builder*.

...for a SOUTHERN point of view

Richard B. Pollman, noted residential designer of Pollman Homes, has designed a line of houses specifically suited to Southern and Gulf Coast areas. The ground hugging lines and livable floor plans are outstanding examples of contemporary Southern styling. Awning type windows, deep overhanging eaves and louvered sliding closet doors are some of the special climate control features included for comfortable and gracious Southern living. Many models are designed to accommodate air conditioning.

Constructed of the finest building materials available, these Southerner Line houses are factory assembled in Collins, Mississippi. They meet building codes throughout the South, and are acceptable for both G. I. and F. H. A. financing.

If you are a Southern builder or an investor who would like more information about the Southerner Line, write to Pollman Homes Southern sales headquarters in Jackson, Mississippi. If you are a builder in other parts of the United States, write care of Toledo, Ohio. We will be glad to have a local factory representative call at your convenience.



Popular L-type floor plan features 3 bedrooms, entrance hall, 1032 feet of floor space. Left or right hand floor plans available, as well as alternate orientation with living room to front or at side. Several distinctive elevations—make this Pollman Home ideal for the builder who wants to concentrate on one basic floor plan yet avoid that "peas in a pod" look.

66 DIFFERENT SOUTHERNER VARIATIONS AVAILABLE IN—

Alabama	Georgia	Oklahoma
Arkansas	Louisiana	South Carolina
District of Columbia	Maryland	Tennessee
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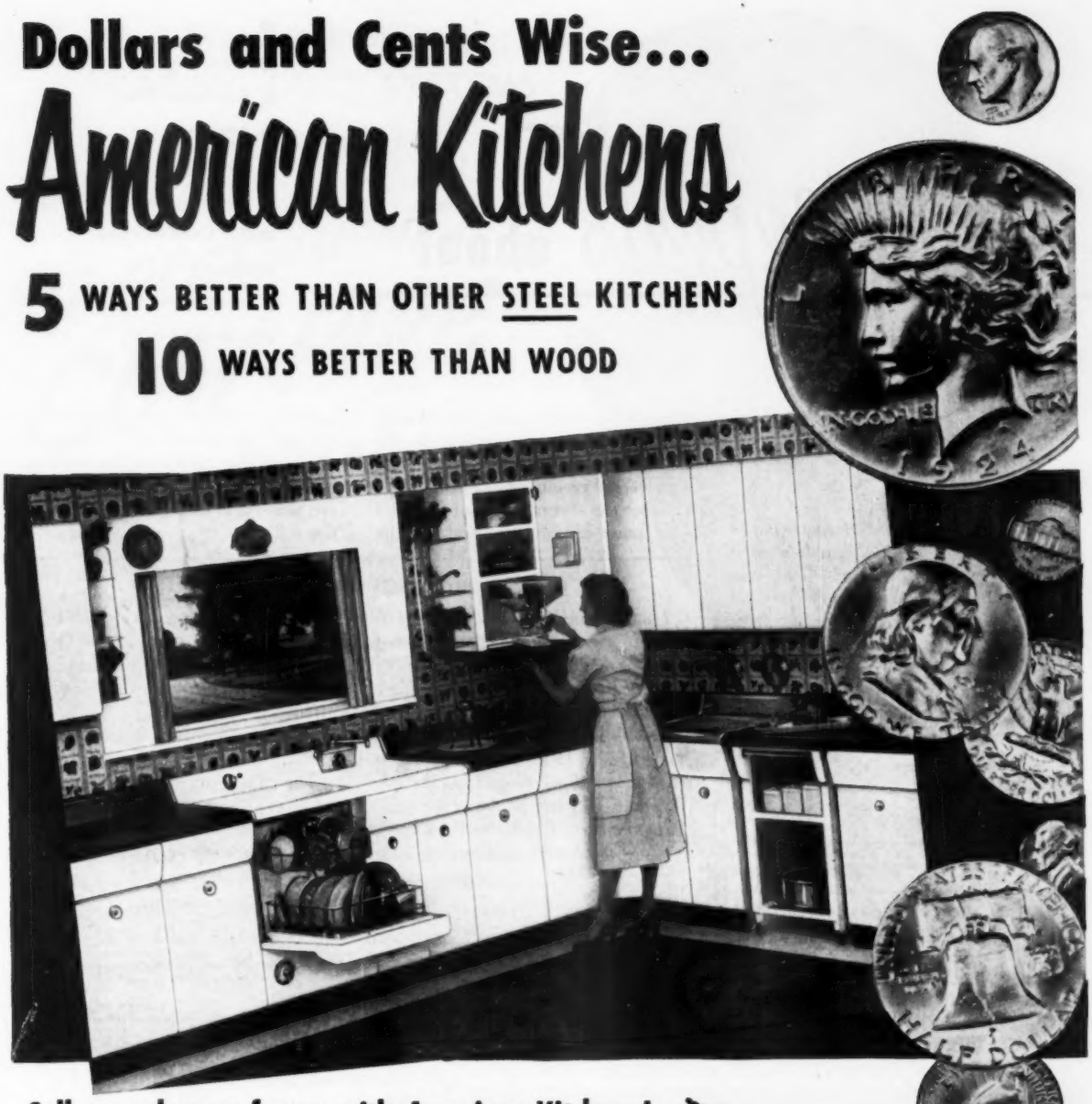
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American Kitchens

5 WAYS BETTER THAN OTHER STEEL KITCHENS

10 WAYS BETTER THAN WOOD



Sell your homes faster with American Kitchens!

COMPARE AMERICAN KITCHENS WITH OTHER STEEL KITCHENS!

1. cost no more, yet are of higher grade steel, finest construction
2. beautiful design; well-known name indicates to your customers that hidden construction is also of finest materials
3. easiest kitchen to clean—rounded corners, smooth surfaces with no dirt-catching handles
4. exclusive features that sell homes faster include the 15% larger sink bowl with no dirt-catching ledge, rounded drawers that clean as easily as a bowl
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COMPARE AMERICAN KITCHENS WITH WOOD KITCHEN CABINETS!

1. less costly than quality wooden cabinets
2. require less installation time, less planning time
3. no finishing, no painting, no staining required
4. no call-backs or complaints because of warping or swelling
5. no complaints because of faulty catches or doors that stay half open or sag
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7. odor-proof, vermin-proof
8. can't rot, can't absorb moisture
9. fireproof, stain-resistant
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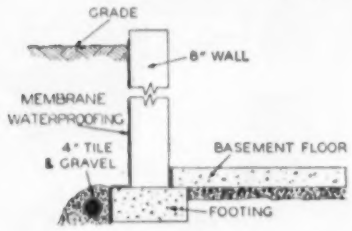
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- Framing
- Roofing
- Heating and Plumbing
- Air Conditioning
- Wiring
- Insulation
- Interior Finish
- Power Equipment

leaks like a sieve

Our house was built in 1946 and the basement was well tarred on the outside at that time. Tiling, however, was not placed on the exterior at the footing. I have applied various types of water repellent and paint to the interior surface of the basement walls and to the basement floor—all to no avail. The basement still leaks like a sieve. Please advise as to what I can do.

C. A. C., Good Thunder, Minn.



It would seem that water must be accumulating against the outside walls of the basement to such an extent as to produce hydrostatic pressure. If this be the case, it is unlikely that anything more applied to the inside surfaces would accomplish the desired results.

Since the several coats of material you have already applied to the walls have failed to stop the leakage, the only permanent cure is to install tiling on the outside of the footings and perhaps apply a good membranous waterproofing to the outside of the walls.

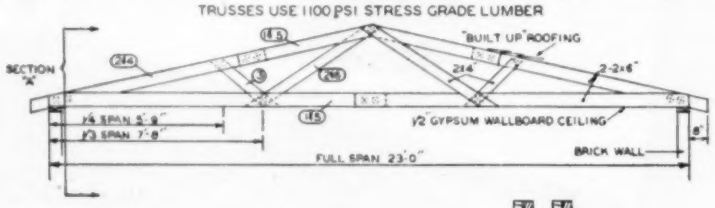
wants truss for 3-12 pitch

I am planning to build an addition to my home. A trussed roof would give me freedom in planning my interior partitions. I was greatly interested in your article about roof trusses in the American Builder *for August, 1953. However, these trusses are all developed on the basis of a 5-12 pitch to the roof.*

In my case, I will have to limit my roof pitch to 3-12. Can you help me design a truss like this? My main concern is that the "W" type truss with framing members as set forth in the sketch enclosed may be safely used.

J. J. K., Pleasantville, N. Y.

The change of pitch requested introduces some major design changes. Reducing the pitch has the effect of adding approximately 50





per cent to the truss requirements. Note that the truss designed for a 3-12 pitch consists of a double set of members which will mean that more lumber is necessary. It has also been necessary to increase the number of split-ring connectors.

All in all the opinion is that the use of the pitch modification shown here would raise the cost per truss so much that the use of it would be unreasonable.

Wilbur Tuggle,
Structural Engineer

GOT a problem you haven't solved? Can't solve? Haven't the time to solve?

Have you solved a problem with an answer you aren't sure of? Are you doing some particular job—big or little—in a way that you think might be improved?

Then "ASK THE EXPERTS"—a group of industry authorities—experts in their fields. They'll give you the answer.

Address your questions to: "Ask The Experts," *American Builder*, 79 West Monroe St., Chicago 3, Ill.

As many questions and answers as space permits will be published monthly in *American Builder*, under the head—"Ask The Experts."

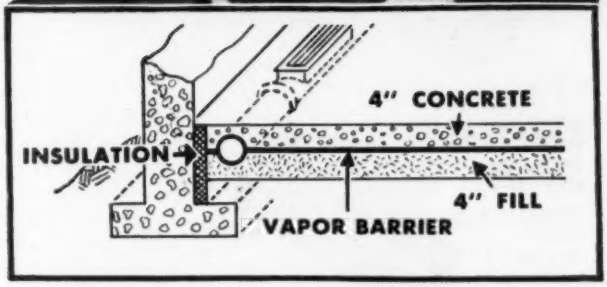
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at the lowest cost

I RECOMMEND CLAY PIPE"

says V. A. PLACE, President,
Place & Co., South Bend, Ind.







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- ★ **Less concrete is needed for the floor slab when Clay Pipe Heating Ducts are used.**

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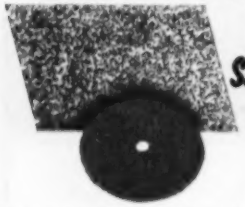


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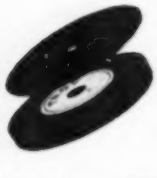
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ask the experts

which is the stronger?

Of the two types of construction shown in Figures A and B, which is the stronger kind of construction to use for a knee wall?

R. L. W., Glen Burnie, Md.

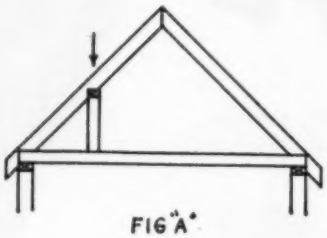


FIG "A"

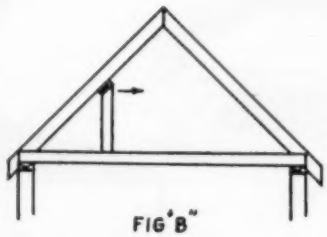


FIG "B"

In the two figures shown here, it is more likely that the condition shown in Figure A is stronger since at the point of support at the knee wall there is no tendency of thrust as in the case of Figure B. The arrow indicates the direction of the superimposed loads.

painting asbestos board

For the gulf coast area, what type of paint would you recommend for exterior walls of asbestos board applied over rigid 4x8-foot insulating board sheathing?

R. D. H., Pensacola, Fla.

Best results are obtained with a good quality exterior house paint as a finish coat over a specially prepared primer, designed for this particular surface. "Masonry and asbestos siding primer" seals the surface, resists alkali and produces a suitable undercoat over which to apply either house paint or brick and stucco paint.

This primer should be applied at package consistency or reduced slightly if necessary with turpentine. Allow two to four days' drying time. Then apply the finish coat. The primer will probably cover about 200-500 square feet per gallon, one coat.

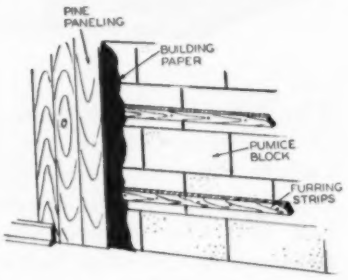
A finish coat of house paint produces a higher gloss surface than brick and stucco paint and is slightly superior in durability.

The Sherman-Williams Co.

panel right over block?

I plan to apply pine paneling directly to pumice block to a distance of four feet above the floor line. What would you suggest for treating blocks to prevent condensation behind paneling? In this type of wall where would the dew point or line of condensation take place? Is any particular type of nail required for applying paneling to block?

G. M. Jr., Chesterfield, Mo.



Do not nail paneling directly to the pumice block wall. Furr out from the block wall and then nail the paneling to the furring strips. This will allow for an air space between the paneling and the block.

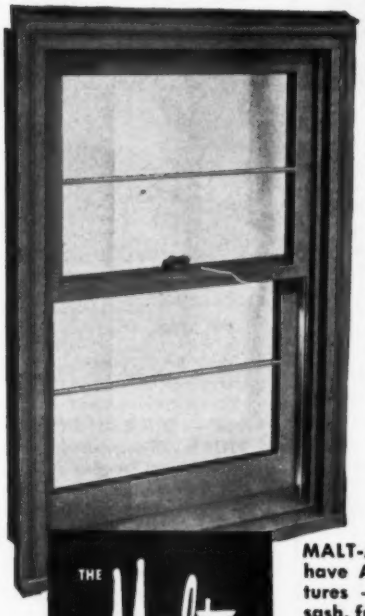
Since pumice block is a comparatively soft material, any nail of sufficient length would be applicable. In very hard concrete surfaces the use of a cut nail is recommended.

To be doubly sure of preventing any damage from possible condensation, several things can be done. Either the reverse side of the paneling can be painted with a waterproofing paint or a waterproofing building paper can be nailed to the furring strips over which the paneling can then be nailed. If building paper is used, get a permeable type which will allow for breathing.

On the level... the best... like MALTA window units ...is important!



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Architects and builders who specify and use MALTA windows will benefit from steadily increasing customer satisfaction. See your nearest MALTA dealer or write for complete details.

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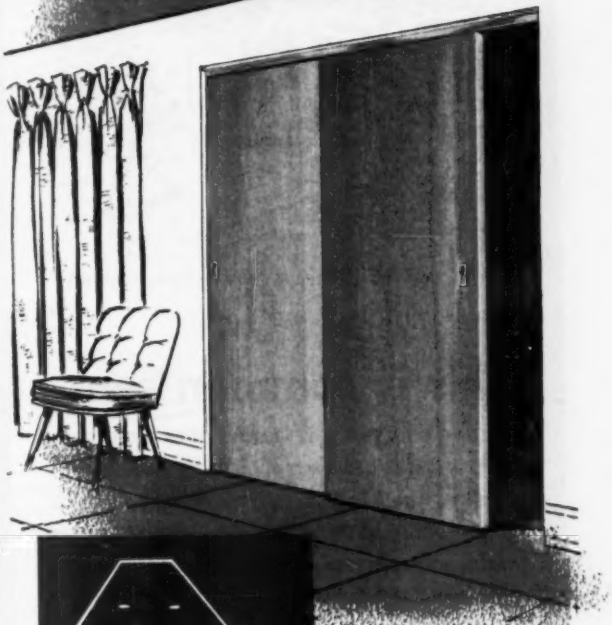
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COMMON NON SENSE



"And they said cheap roofing saves money!"

This is common sense

CHEAP ROOFING MATERIAL forces the builder to use *twice as much* sheathing lumber and *twice as much* labor applying sheathing. This fellow could have had a genuine CERTIGRADE cedar shingle roof, on *spaced* sheathing, for less cost!

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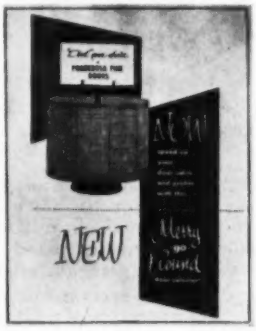
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Catalogs—

and Manufacturers Literature

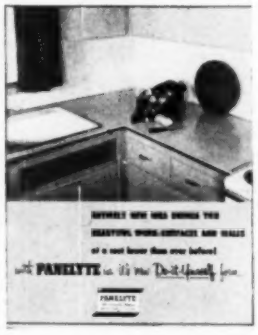
445—AIR CONDITIONING UNITS—12-page bulletin presents manufacturer's line of fully automatic residential units, for heating and humidifying homes in winter, cooling and dehumidifying in summer. Various types of Model S-W line are described in detail with cutaway drawings, complete specifications of each; these include upright, counterflow and back-to-back units, both gas- and oil-burning units of two, three, and five h.p. Typhoon Air Conditioning Co., Inc., Dept. AB, 794 Union St., Brooklyn 15, N. Y.





446—WOOD DOOR DISPLAY—four-page folder introduces novel method of displaying manufacturer's standard door designs, shown in wood miniatures on a 17-inch high revolving display selector. Miniature doors, made on 1½-inch scale, are precision cut, finished in natural wood tones and lacquered. Drum has plastic pocket to hold descriptive literature. Unit eliminates need for cumbersome full-size door display racks, saves space. Ponderosa Pine Woodwork, Dept. AB, 38 S. Dearborn St., Chicago 3, Ill.

447—LAMINATED PLASTIC—six-page folder in full color describes many uses of 1/10-inch Panelyte for kitchen and bathroom surfaces, such as counter tops and dinette tables. Folder gives detailed steps for installing sink tops, also presents other uses, with on-the-spot photographs of material when used for kitchen and bathroom walls. Manufacturer also offers a Do-It-Yourself booklet. Panelyte Division, St. Regis Paper Co., 230 Park Ave., New York 17, N. Y.





448 — DUCT INSULATIONS—16-page design data booklet for Fiberglas duct insulations contains more than 40 photographs and drawings of the various rigid and flexible insulations for the exterior of warm and cold air ducts. Booklet gives data on the flexible duct liner, a material which may be installed on metal sheets before they are bent to form ducts. Complete specifications for insulation of duct system are included. Owens-Corning Fiberglas Corp., Dept. AB, Toledo 1, Ohio.

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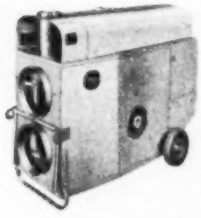


BUILDING BUY-WORDS *by Herb Willson*

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DON'T JUST CROSS YOUR FINGERS and HOPE to get your share of the available business. Get the facts about quality products that can play a big part in obtaining business for you. BUILDING BUY-WORDS brings you such products each month and you can get information about them by sending in the coupon on this page. Don't forget to visit the exhibits at the NAHB Convention and Exposition to be held January 17-21, 1954 at the Conrad Hilton Hotel and the Sherman Hotel in Chicago. A well informed builder is a better builder with the welcome result—a prosperous builder.





WINTER'S COMING! That means time to order the portable heaters you'll need to prevent cold weather work slowdowns. Believe me, you'll do well if you specify Herman Nelson Portable Air Heaters. Herman Nelson heat is *safe* heat, efficient heat. There's no danger from combustion fumes, smoke or carbon monoxide. Exclusive "sealed flame" principle on all three models vents combustion products outside where they can do no harm. Flexible canvas ducts direct only clean, heated air to the working area. Get the facts on the difference in portable heaters. SEND FOR FREE BOOKLET TODAY. Herman Nelson Division, American Air Filter Company, Inc., Dept. 401, Moline, Illinois.

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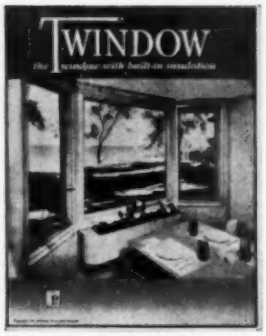
449—PERFORATED HARDBOARD—"Peg-Board" panels, available in a variety of sizes and finishes, are described in this four-page folder. Over 60 hanging fixtures for domestic use can be used with Peg-Board backing. Available in three types in ⅛-inch thickness and in one type ¼ inch thick, the hardboard is supplied in eight standard sizes for reduction of material and labor waste and to facilitate installation. Wall installation details and line drawings give further data. B. B. Butler Mfg. Co., Inc., Dept. AB, Bellwood, Ill.

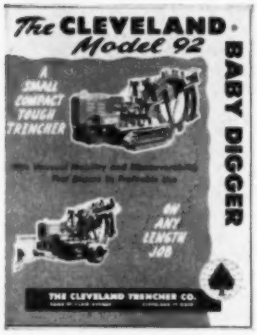




450—ELECTRIC TOOLS—new 28-page catalog lists 52 portable electric tools and kits with over 400 attachments for use in contracting, woodworking and industrial fields. Book clearly illustrates tools and their uses. Included are complete data and prices for electric saws, sanders, grinders, drills, planes, routers, shapers, combo-tools, radial arms, blades, abrasive wheels, discs and tool accessories. Porter-Cable Machine Co., Dept. AB, 24 Exchange St., Syracuse 8, N. Y.

451 — DOUBLE-GLAZED WINDOW—eight-page brochure called "Twindow, the Window with Built-In Insulation," contains dimensions, specifications and installation information for these double-glazed units. Booklet describes the product in detail and gives instructions on how it should be installed. Listing of 47 available standard sizes is included. Surface temperature chart, humidity and condensation protection charts also given. Pittsburgh Plate Glass Co., Dept. AB, 632 Duquesne Way, Pittsburgh 19, Pa.





452—TRENCH DIGGER—eight-page bulletin describes improved "Baby Digger" now equipped with a four-speed motor transmission, with double the number of digging wheel and traction speeds previously available. Unit is designed for use on city and suburban jobs. Speed combinations give 30 or more usable digging speed combinations providing proper speed and power for all types of soil conditions. Complete data on design and construction is included. Cleveland Trencher Co., Dept. AB, 20100 St. Clair Ave., Cleveland 17, Ohio.

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The Kaustine Company originally manufactured chemical toilet systems in which caustic soda was used. The name "Kaustine" was coined as being descriptive of these products. Since discontinuing their manufacture we have decided to change our company name so that it will be more descriptive of our general line. After careful consideration we have selected the following signature:

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Septic Tanks

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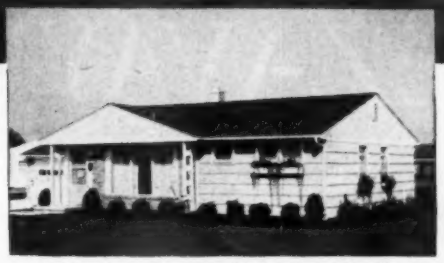
Truck Tanks

Kaustine FURNACE & TANK CORP. PERRY, NEW YORK

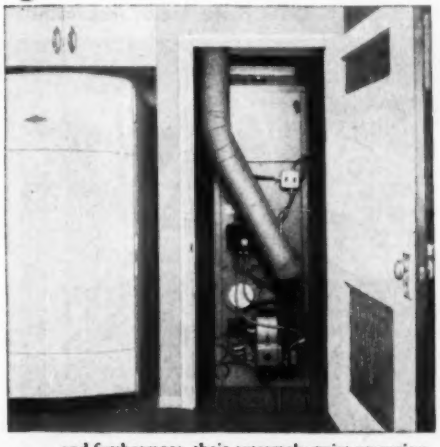
Custom Built Fabricated Equipment • Pressure Vessels
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Kaustine Quality FURNACES HELP SELL HOMES!





Kaustine Units enabled the builder of these homes to provide extra living space without sacrificing heating efficiency...



and furthermore, their extremely quiet operation made them ideal for installation in kitchen closets as illustrated above.

COMPACT KAUSTINE UNITS PROVIDE EXTRA LIVING SPACE AT LOWER COST...

● Faced with constantly increasing building costs, more and more builders are turning to Kaustine Engineered Heating to help them sell homes.

With Kaustine they cut construction and installation costs...save usable space...and offer their prospects the *finest* and most *economical* heating equipment.

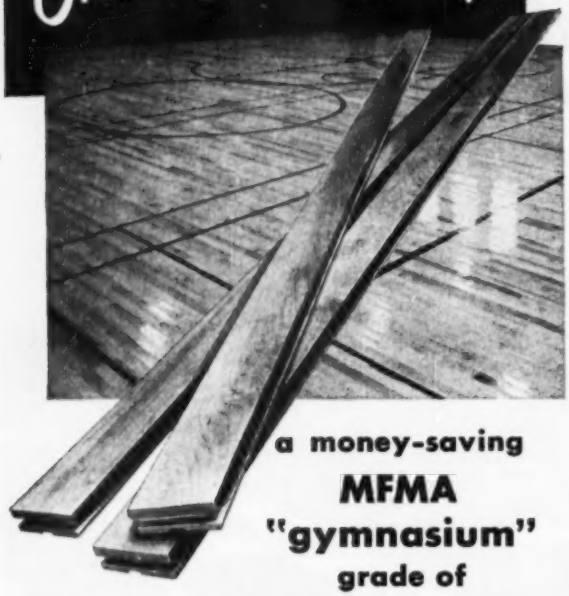
Here are *four hundred* quality homes equipped with Kaustine fully automatic oil fired "Counter-Flo" Units delivering 75,000 B. T. U.'s that need only 3½ square feet of floor space to operate efficiently.

WRITE FOR FULL INFORMATION TO DEPT. AB-12

Kaustine QUALITY COSTS LESS

There is a Kaustine Furnace or Winter Air Conditioner for every type of home.

Growing in Popularity



a money-saving
MFMA
"gymnasium"
grade of

NORTHERN HARD MAPLE

the finest floor that grows

● Approved by architects and school authorities in leading cities for gymnasium floors, this fine (and relatively new) "combination grade," officially known as Second and Better, is fast becoming a favorite school specification. It matches **MFMA** First Grade in every performance attribute, yet sells for less—actually consists of 50% or better of First Grade, blended *in the strip* with the Second Grade areas. Stock and sell Second and Better, the ideal "gymnasium" grade, with fullest confidence. It makes a splendid floor of enduring beauty—competitive on EVERY basis!



***WRITE** for copy of MFMA grading rules and new 1953 MFMA-approved list of floor finishes.*

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low cost storage space with EZ-Way Folding Stairways • specify into your building plans this inexpensive storage space



EZ-Way Folding Stairways

Sturdily built, modern in appearance. EZ-Way features touch-control, balanced spring action. Stairways to fit all ceiling heights from 7' to 10'. Close study of EZ-Way Folding Stairway specifications will prove to you the way to *best please* your customers on auxiliary, low cost storage space.

Write TODAY for the illustrated brochure providing information and specifications on EZ-Way products. EZ-Way products are manufactured by EZ-Way Sales, Inc., Box 300-7, St. Paul Park, Minnesota.

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says the BALDWIN HILL COMPANY, Manufacturers of Insulation.



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Drive-In Theatre, Cedar Rapids, Iowa. Upper structure sided with "Century" APAC asbestos-cement sheets, ¼" thick. Theatre owned by Tri-States Theatre Corp., Des Moines, Iowa.

A real showplace, thanks to "Century" APAC asbestos-cement sheets

This modern, attractive drive-in theatre owes much of its inviting appearance to "Century" APAC sheets!

Year after year, this material will protect the structure it covers, needing practically no maintenance to keep it attractive, and *never* requiring protective paint. That's service!

These 4 x 8 foot sheets are made of two almost indestructible materials—asbestos fiber and portland cement. That means they are permanently fire- and weather-resistant, and proof against insects and rodents.

Add to these features the facts that "Century" APAC is low in cost and goes in place quickly and easily and you see why it is such a popular building material—for both inside and outside uses!

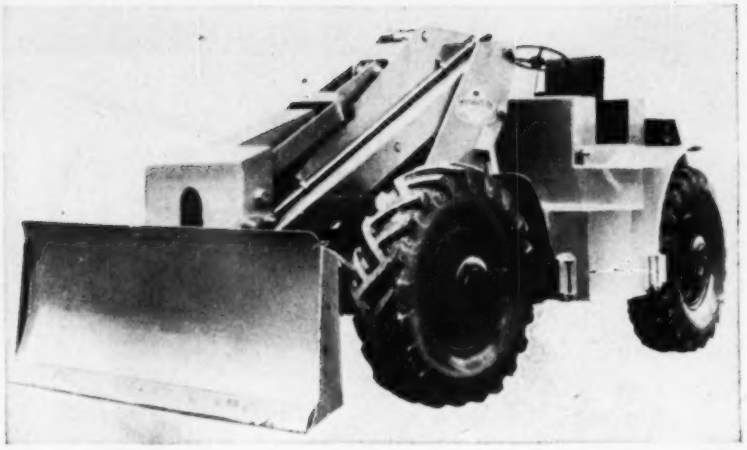
Keep "Century" APAC in mind for future projects. You and your men will like working with it, and you can be certain of customer satisfaction for years to come. Your K&M distributor will gladly give you detailed information about "Century" APAC or write directly to us.

Nature made Asbestos . . .
Keasbey & Mattison has made it serve mankind since 1873

K•M
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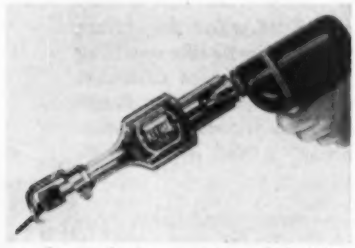
WOOD FINISH STAIN AB125304

Olympic Wood Blend is a semi-transparent, lightly pigmented wood finish which provides a staining medium that can be used both to beautify and protect soft and hard woods. It is made to meet decorating situations in which the textural beauty of the wood suggests that the grain be accented. The finish is said to be especially effective over redwood and red cedar. It is adapted both for interior and exterior use, on sidewalls and paneling, and is available in a six-color range of pastel tones as well as in a clear type which, when applied over a first coat of the Wood Blend in a color, provides a durable surface. Olympic Stained Products Co., Dept. AB, 1118 Leary Way, Seattle 7, Wash.

POWER SAW ATTACHMENT AB125303

The "Key-Hak" saw attachment fits any heavy-duty ¼-inch electric or air drill or motor driven flexible shaft. Drills with chuck speeds of 2,000 to 3,000 r.p.m. are recommended power units. The attachment is suitable for all types of installation work, and is said to be useful as a maintenance and production tool. Its in-line mechanism affords the operator complete cutting control in any direction.

The attachment is designed to cut directly, without the aid of a starting hole, into 20-gauge or lighter sheet metal, as well as into wood of any thickness. Special saw blades are available for cutting stainless steel, Monel, Chromoloy and chrome vanadium as well as nonferrous metals. Scroll and straight cuts



can be made in a variety of building materials, including wood, Transite, gypsum block, etc. Producers and Distributors, Inc., Dept. AB, 714 S. Sixth St., Allentown, Pa.

EARTH-MOVING EQUIPMENT AB125301

Five new attachments to increase the job flexibility of two Scoopmobile front-end loader units have been introduced. Included are lift forks, backfill blade (shown above), crane boom, concrete hopper and a dozer blade. These attachments are designed to utilize the heavy-duty power of the four-wheel drive and four-wheel power-steer loaders for various specialized construction jobs.

The lift forks, backfill blade and concrete hopper mount directly on the hydraulic boom, replacing the scoop and using standard fittings for a fast change-over. The blade is slightly wider than the tire tread and clears a path for the wheels. Hydraulic operation of the hoisting boom raises or lowers the blade. Both units feature the manufacturer's hinged coupler which permits individual oscillation of two separate power axle elements up to 18 inches, with positive driving power on all four wheels at any degree of turn. Mixermobile Manufacturers, Dept. AB, 6855 N.E. Halsey St., Portland 16, Ore.

CONVEYOR UNIT AB125310

A practical conveyor for on-the-job use at construction projects, this unit is designed to carry bricks, concrete blocks,



shingle bundles, etc., to various points of work as a level conveyor or as a lift conveyor at angles up to 44 degrees.

The 12-inch rough-top rubber belt grips the items, moving them along at a standard belt speed of 60 feet per minute (other speeds as required), operating on cast aluminum pulleys with crown and link belt grease-sealed ball bearings. All-steel frame is welded for strength. Standard lengths are 10 to 20 feet. Unit can be powered either with electric motor or gasoline engine. Optional equipment includes side rails, cleated belt and portable undercarriage. New London Engineering Co., Dept. AB, 1700 S. Division St., New London, Wis.

STUD SETTER AB125305

A recent design feature of the Velocity-Power Driver, cartridge-actuated tool for setting studs in concrete or steel, is a permanently attached protective shield. For close-to-the-wall jobs, a section of the shield may be lifted and turned out of the way. The manufacturer will also continue to offer a model of the tool with a separate shield.

The tool is used on construction and maintenance jobs in electrical, heating and air conditioning installations. It enables the user to set a stud within seconds; the worker simply loads, positions and fires the tool. Use of an integral cartridge eliminates need for matching and fitting. Interchangeable barrels per-



mit driving of either ¼- or ¾-inch studs with the same firing unit. Velocity Power Tool Co., Dept. AB, 201 N. Braddock Ave., Pittsburgh 8, Pa.

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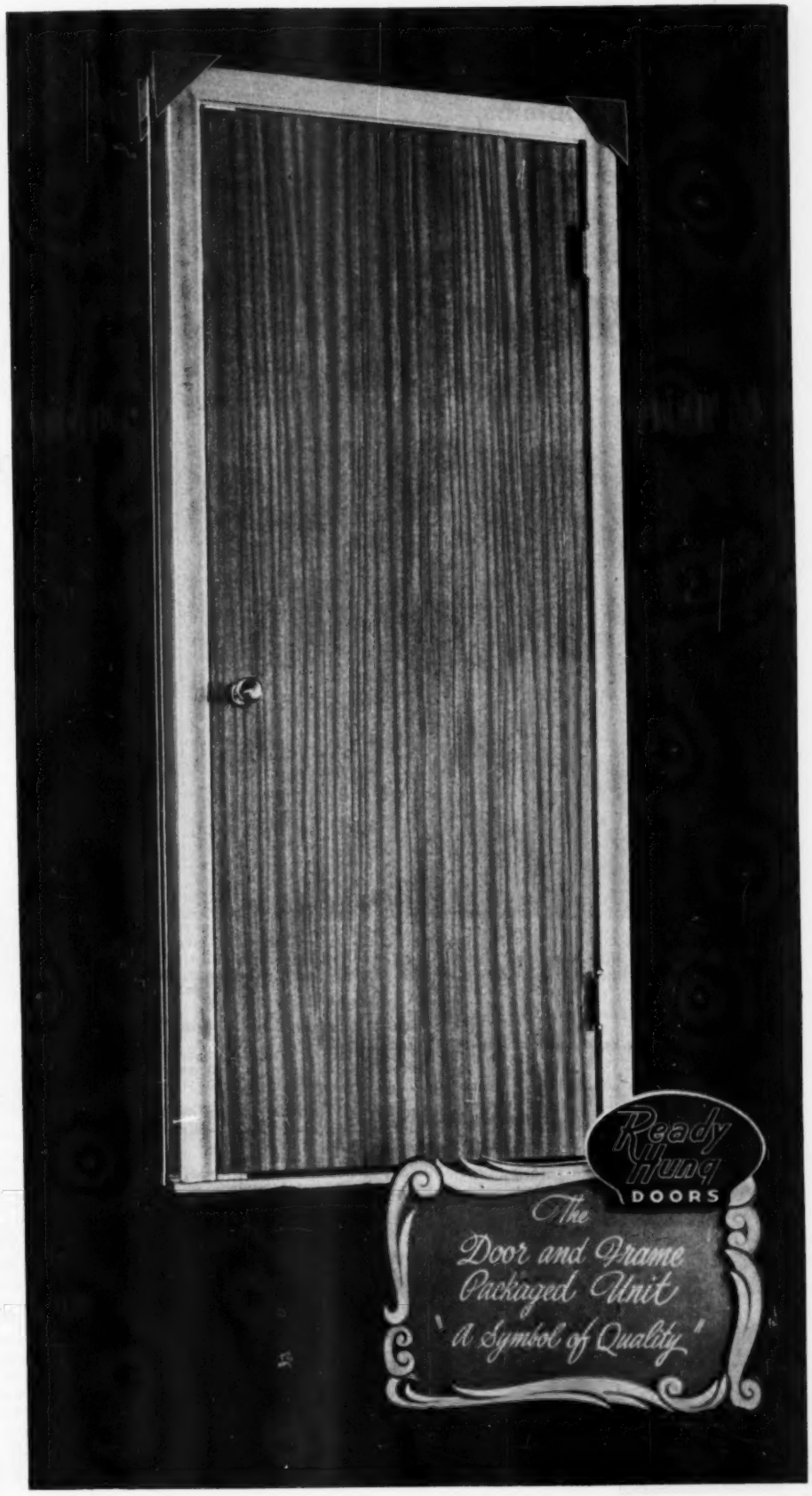
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Kirkland, Wash.

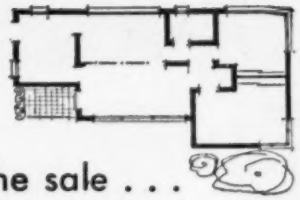
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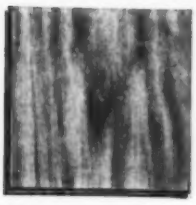
Open plans shift customers' attention from walls and windows to large *floor* areas. Turn this into a competitive advantage for *your* houses: Sell the rich, quality look of Higgins Block! And just look at these practical advantages:

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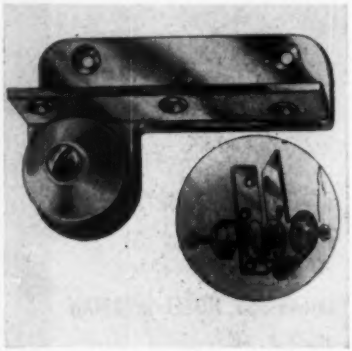
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new products

WINDOW-DOOR HINGE AB125306

An all-weather, case hardened, ball bearing window and door hinge is stated to simplify both door and casement window ventilation control. It eliminates thumb

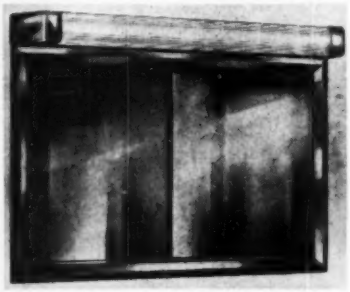


screw, crank, gear and friction devices, while still allowing ventilation at position the user desires.

Rigid tests have disclosed that the hinge can be employed on doors, both primary and storm, up to 70 pounds weight. Installation is simple, requiring no special skills or tools. Feldmont Products, Dept. AB, Monticello, N.Y.

BATHROOM CABINET AB125317

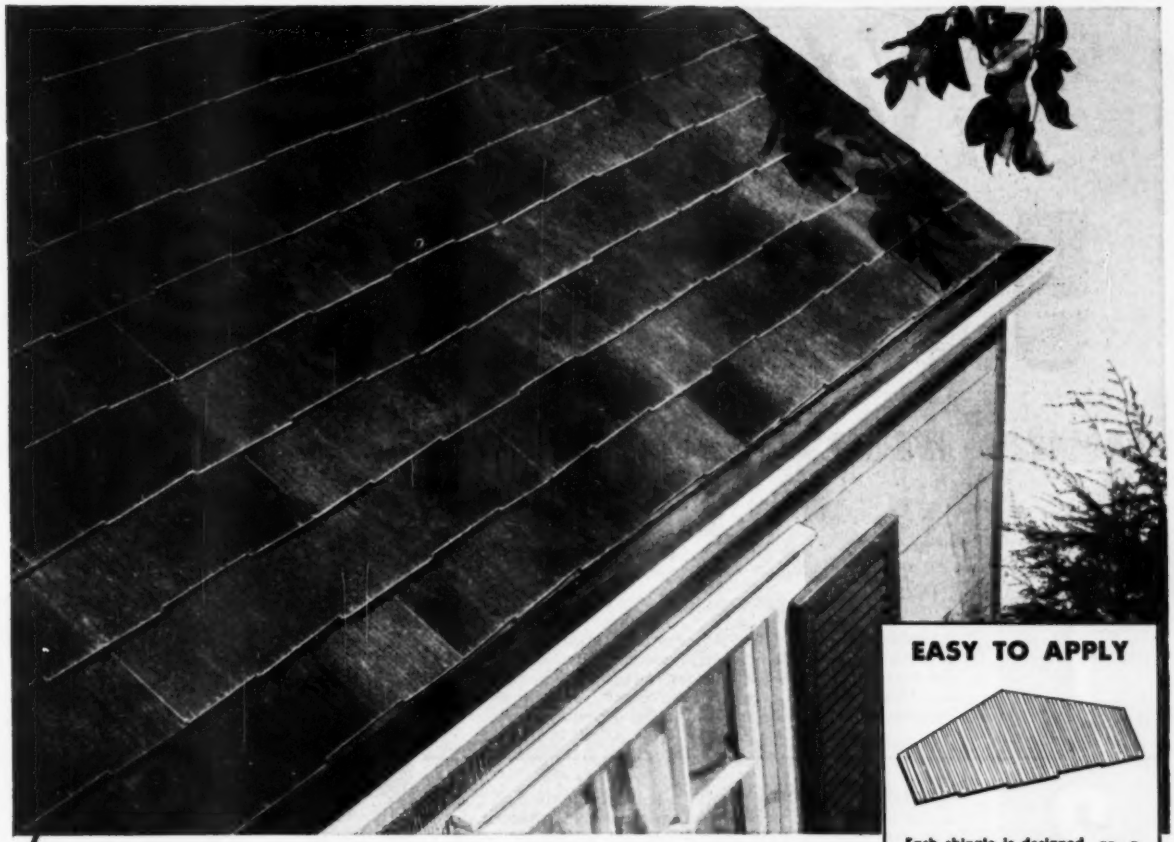
A twin-compartment sliding door bathroom cabinet, known as "duette," is made in both Custom and DeLuxe models. The twin storage compartments, providing double the storage space available in conventional single-compartment cabinets, are accessible through two mirror-faced sliding doors that run in a metal channel



for smooth, easy operation. Interior of the Custom model (illustrated) is fitted with twin stainless steel toothbrush racks and twin razor blade chutes. Interior is finished in white baked-on enamel, and is equipped with eight glass shelves, four on each side. Outside, it has full mirror doors, framed top and bottom in stainless steel, with a stainless steel frame molding which surrounds the entire cabinet.

Over-all size of the Custom model is approximately 38½x23¼x5¼ inches. It is furnished for recessed installation only. The DeLuxe model (not shown) is for both wall-hung or recessed installation. The Philip Carey Mfg. Co., Miami Cabinet Div., Dept. AB, Lockland, Cincinnati 15, Ohio.

♦ *FOR MORE INFORMATION USE COUPON, PAGE 150*



When the job calls for the finest in roofing...

Johns-Manville
ASBESTOS SHINGLES

The J-M American Colonial Shingle gives you a permanent type of roof, economically priced, that will add character and distinction to any home!

THESE Johns-Manville Asbestos Shingles have the same rich graining as weathered wood shingles, cast the same interesting shadow line. You have a choice of beautiful colors and blends.

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In most areas the applied cost of an American Colonial roof is lower than any other *permanent type* roof the homeowner can buy.

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For full details and a free brochure showing the full color range of American Colonial Shingles write Johns-Manville, Box 60, New York 16, New York.

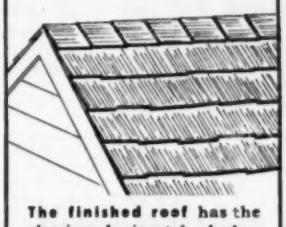
JOHNS MANVILLE JM PRODUCTS **Johns-Manville**

EASY TO APPLY

Each shingle is designed as a rigid asbestos-cement strip—covers as much area as ordinary strip shingles



The shingles are self-aligning on the roof. This saves time—speeds application. Large size means fewer pieces to handle. Only 4 nails to each unit. Nail holes are pre-punched



The finished roof has the pleasing horizontal shadow lines and deep-grained texture desired by so many homeowners. Matching shingles furnished for hips and ridges

Silent Automatic's

5 PROFIT POINTS

mean more and faster home sales for you!

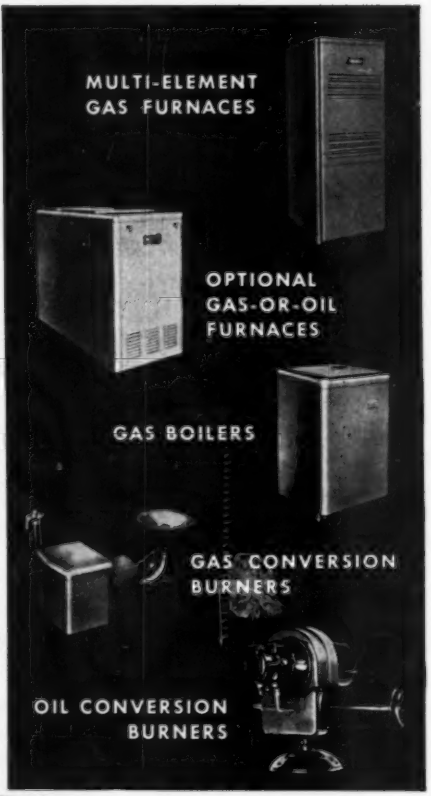
1 ***FAMOUS NAME*** – Silent Automatic Heating Equipment is produced by Timken Silent Automatic Division, famous for nearly thirty years as a leader in automatic home heating. Customers will recognize the Silent Automatic name because they know its reputation for dependability!

2 ***QUALITY PRODUCT*** – You lay a solid foundation of customer satisfaction when you install Silent Automatic Heating Equipment in the homes you build. No other heating equipment performs better, has better engineering or better manufacturer's reputation behind it!

3 ***COMPLETE LINE*** – No matter what type of homes you build, there's a Silent Automatic model just right for the installation. You can choose from multi-element gas-fired hi-furnaces, lo-furnaces and counter-flo furnaces; gas boilers, optional oil-or-gas hi-furnaces, lo-furnaces, counter-flo furnaces and gravity furnaces; gas conversion burners and oil conversion burners.

4 ***AVAILABILITY*** – You can get the Silent Automatic model you need, *when and where you need it.* Silent Automatic Heating Equipment is sold nation-wide through wholesalers who stock the complete line of furnaces, boilers and conversion burners.

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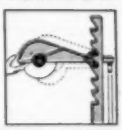
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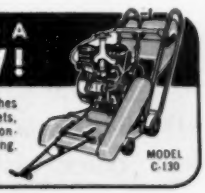
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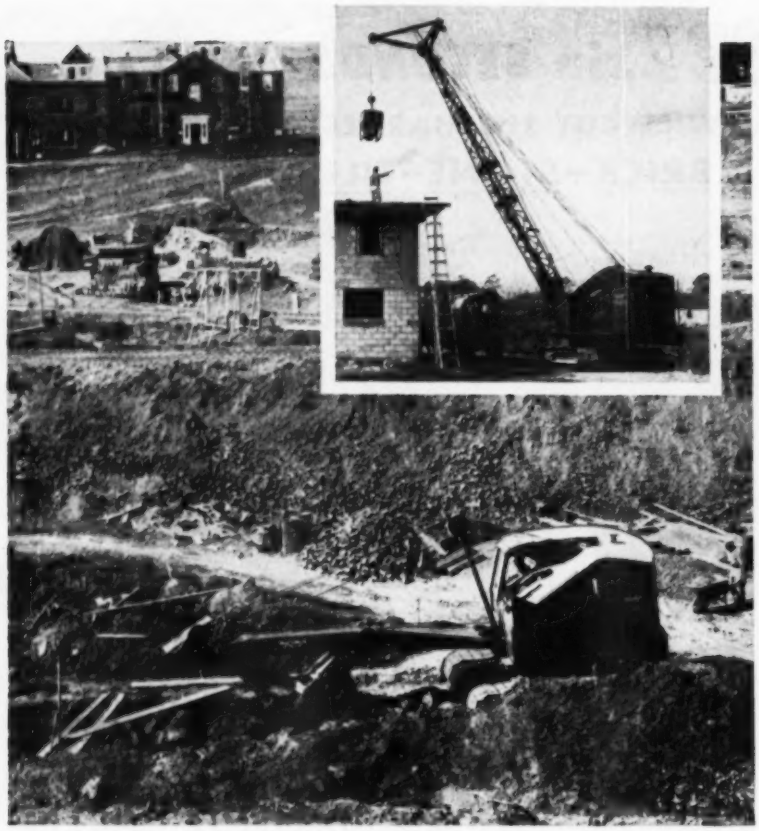
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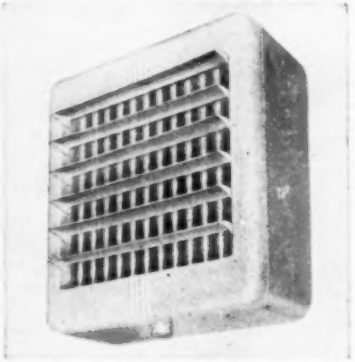
It will pay you to look into the cost-savings that could be yours with your own crane-excavator. Write for complete information. 57E53

BUCYRUS-ERIE COMPANY
SOUTH MILWAUKEE, WISCONSIN

new products

UNIT HEATER AB125312

Made in a wide range of capacities from 21,600 to 36,000 Btu's per hour, this horizontal unit heater features an exclusive ripple fin construction which is stated to offer more heat transfer surface, greater



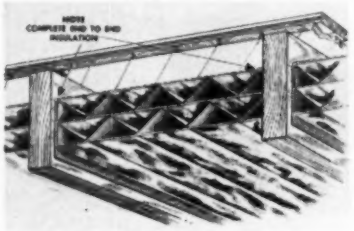
flexible strength and cleaner operation. Flexible copper tube headers accommodate unequal expansion and contraction. Tubes are expanded into the fins by means of hydraulic expansion, eliminating low conductivity bonding agents.

Other features include rugged cabinet styling, quiet motor fan assembly and test code ratings. McQuay, Inc., Dept. AB, 1600 Broadway, N.E., Minneapolis 13, Minn.

ALUMINUM INSULATION AB125307

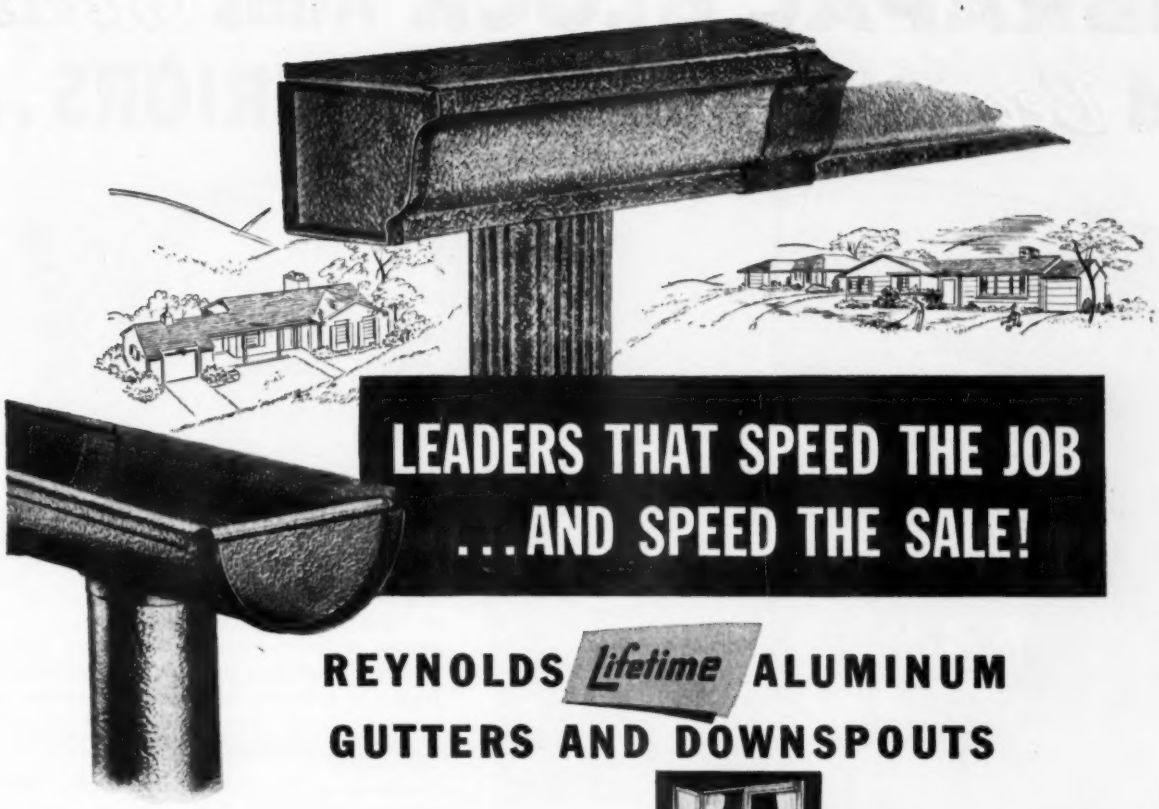
Insulating against heat loss or intrusion and condensation formation and complete insulation coverage between studs and joists are the features of a new multiple-accordion aluminum. The multi-layered blanket of aluminum, fiber and air spaces is made to be of uniform depth throughout, including the area immediately adjacent to the beam or joist.

With a reflectivity of heat rays of 97 per cent and an emissivity of only three per cent, this insulation is effective



against radiation. Its low mass, plus its air cells, keep down conduction flow to little more than that in an empty air space. The compartmentation blocks outer and inner convection. The product is stated to be practically non-condensation forming. The aluminum sheets interpose an impervious barrier to water vapor or any other gas, including warm or cold air. Infra Insulation, Inc., Dept. AB, 525 Broadway, New York, N.Y.

♦ FOR MORE INFORMATION USE COUPON, PAGE 150



LEADERS THAT SPEED THE JOB ...AND SPEED THE SALE!

REYNOLDS *Lifetime* ALUMINUM GUTTERS AND DOWNSPOUTS

Call them leaders and troughs, or downspouts and gutters...you'll find them real *sales-leaders* because they mean rustproof beauty that never needs painting. And they lead in speed of installation...adding extra labor-saving to the lowest cost of any rustproof material. Slip connectors—no soldering. Compared to rustable gutters soldered *and painted,* they give you a visibly superior sales feature *at an actual saving!* Ogee or Half-Round, stipple-embossed (shown) or smooth finish. Write for literature.

Reynolds Metals Company, Building Products Division, 2002 South Ninth Street, Louisville 1, Ky.



REYNOLDS ALUMINUM RESIDENTIAL WINDOWS

Quality controlled from bauxite to building site. Flash-welded corners. Unequalled "satinized" finish. Shipped coated with lime-resistant lacquer, and protectively packaged. Casement, Awning and Double-Hung Windows... write for complete 20-page catalog.

REYNOLDS *Lifetime* ALUMINUM FLASHING



Lowest in cost of rustproof materials, easiest to work—and the best-looking! In 50-foot rolls, 14", 20" and 28" wide; also flat sheet 28" by 6', 8', 10', 12'. Thickness .019".

REYNOLDS ALUMINUM REFLECTIVE INSULATION

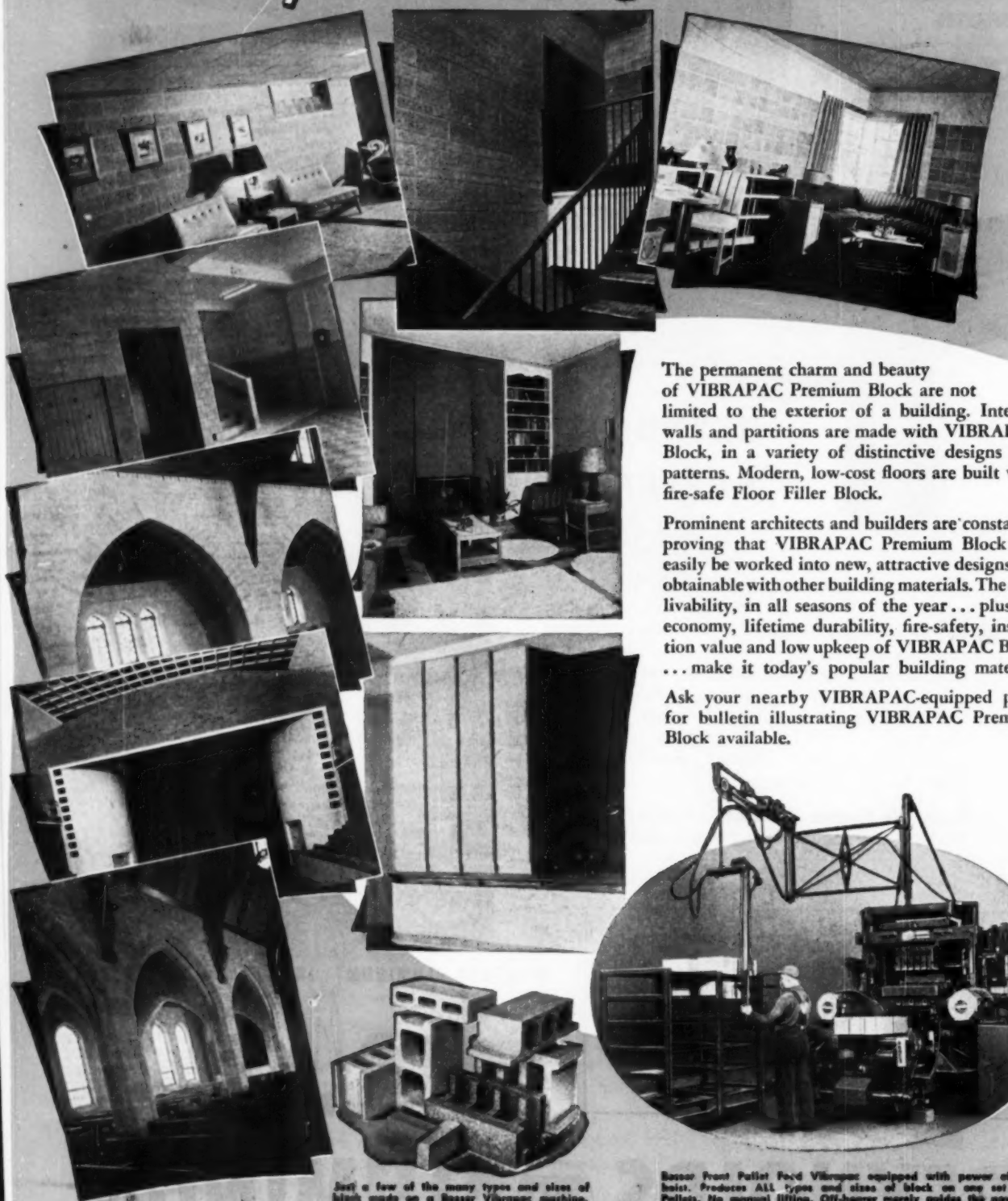


High efficiency at less cost than most bulk insulations. Perfect vapor barrier. Embossed foil on two sides of tough kraft paper (Type B) and one side (Type C). In rolls of 250 sq. ft., 25", 33" and 26" wide.

REYNOLDS ALUMINUM

SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

VIBRAPAC BLOCK Adds *Charm* and *Beauty* to Building INTERIORS...



The permanent charm and beauty of VIBRAPAC Premium Block are not limited to the exterior of a building. Interior walls and partitions are made with VIBRAPAC Block, in a variety of distinctive designs and patterns. Modern, low-cost floors are built with fire-safe Floor Filler Block.

Prominent architects and builders are constantly proving that VIBRAPAC Premium Block can easily be worked into new, attractive designs not obtainable with other building materials. The cozy livability, in all seasons of the year... plus the economy, lifetime durability, fire-safety, insulation value and low upkeep of VIBRAPAC Block ... make it today's popular building material.

Ask your nearby VIBRAPAC-equipped plant for bulletin illustrating VIBRAPAC Premium Block available.

Besser Front Pallet Feed Vibrapac equipped with power off-bearing hoist. Produces ALL types and sizes of block on one set of Plain Pallets. No manual lifting. Off-bearer merely guides the power hoist.

Just a few of the many types and sizes of block made on a Besser Vibrapac machine.

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PRODUCT NEWS from AMERICAN-Standard

A review of products in the news and important features worth remembering



NEW-DESIGN PLUMBING FIXTURES. Styled to match the trim, horizontal lines of American-Standard cast iron bathtubs, new-design vitreous china lavatories and toilets are more beautiful and more convenient than ever. All embody the same top quality that your customers have come to expect from American-Standard.



AMERICAN-STANDARD DISPOSER. A work-saving partner for famous American-Standard sinks, this quiet-operating disposer is also ideal for modernization as it can be easily fitted in any sink with standard drain opening. Has reversible, double-edged shredders of rustproof chrome steel, and unique safety top control.



CONVERTIBLE KITCHEN CABINETS. American-Standard all-steel cabinets are the *only* kitchen cabinets with interchangeable drawers and shelves. You can install an economical package kitchen in the homes you build. By adding extra shelves and drawers to the cabinets at any time, buyers can create deluxe kitchens to fit their particular needs.



RESTAL RECEPTOR BATH. Here is complete bathing convenience in shower stall space. The 12″ high Restal, with integral corner seat, fits a finished compartment approximately 36″ x 38″. In modernization, a closet or similar space often can be turned into an extra bathroom with the Restal. It's made of rigid cast iron with a thick enamel coating in white and five colors.

- **For further information on American-Standard products see Sweet's Light Construction File.**

AMERICAN-Standard

American-Standard
Dept. AB-123, Pittsburgh 30, Pa.

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- ☐ Restal Receptor Bath

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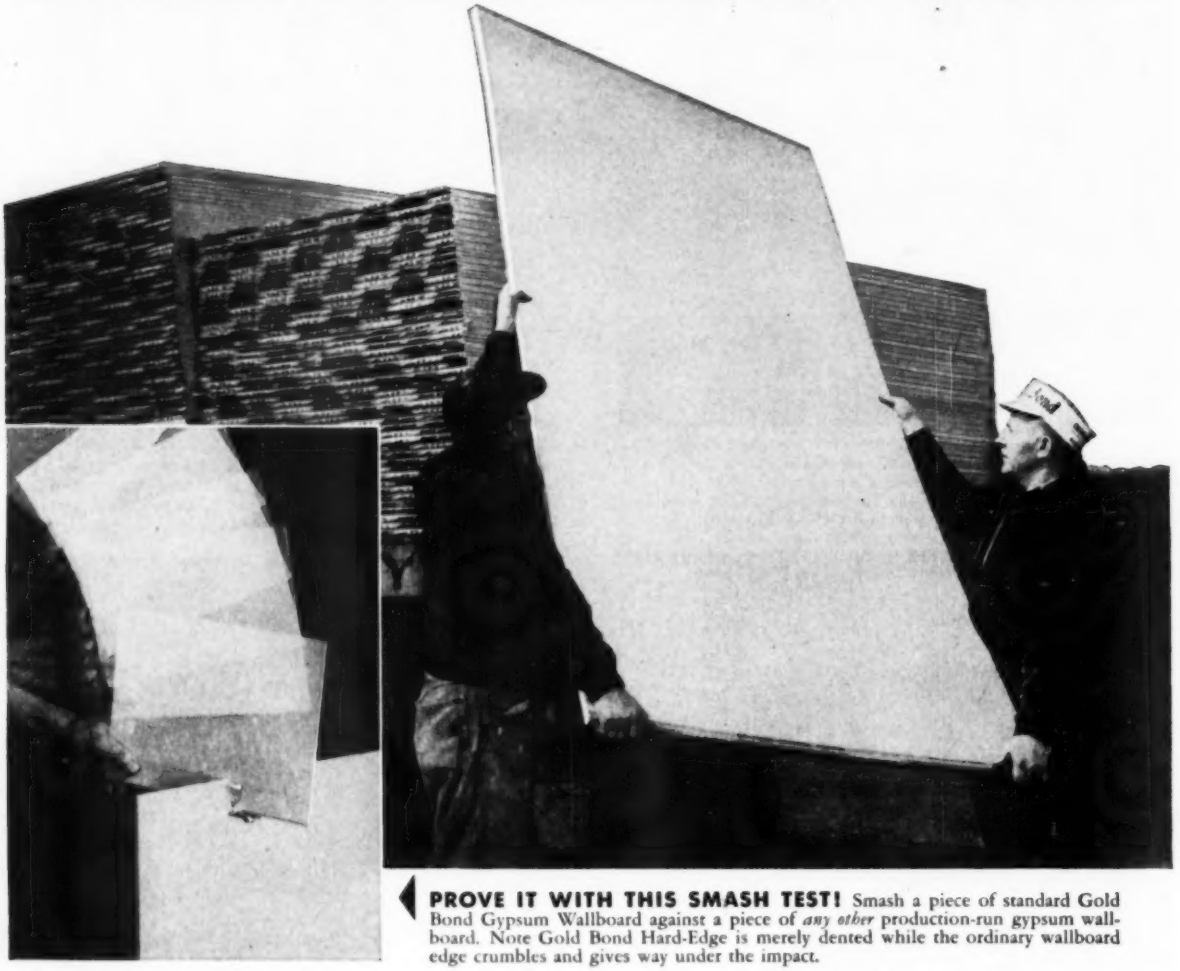
American Radiator & Standard Sanitary Corporation, Dept. AB-123, Pittsburgh 30, Pa.

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CUT "On-Job Damage"

with Gold Bond exclusive Hard-Edge Wallboard !



PROVE IT WITH THIS SMASH TEST! Smash a piece of standard Gold Bond Gypsum Wallboard against a piece of *any other* production-run gypsum wallboard. Note Gold Bond Hard-Edge is merely dented while the ordinary wallboard edge crumbles and gives way under the impact.

GOLD BOND Hard-Edge Gypsum Wallboard gives you the kind of ruggedness you need on the job. Exclusive processing creates an exceptionally hard panel edge. Helps reduce expensive replacement costs caused by rough handling in unloading and stacking. Test (above, left) proves that Hard-Edge is the toughest wallboard edge on the market . . . and it's standard on *all* Gold Bond Gypsum Wallboard!

Gold Bond Hard-Edge speeds construction with faster, easier handling. Stronger edges permit nailing closer to panel edge without crumbling. You get added strength with no increase in weight . . . no increase in *cost!*

Have your Gold Bond dealer show you this test. Use Gold Bond Hard-Edge Gypsum Wallboard on your next job.

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Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Roofing Siding, Wall Paint, Textures, Rock Wool Insulation, Metal Lath and Sound Control Products

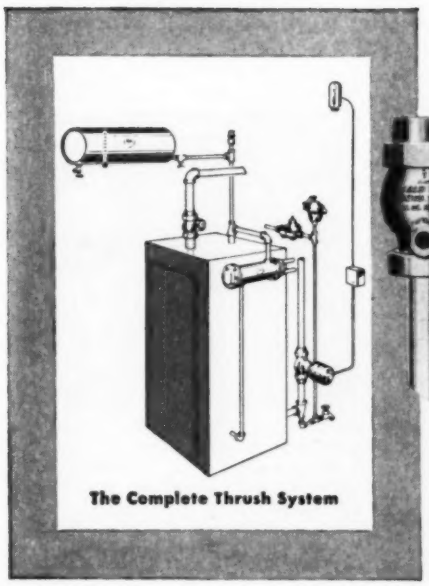
You'll build or remodel better with **Gold Bond**



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THRUSH Forced Circulation makes any type of automatic hot water heating better . . . more uniform . . . more economical . . . more satisfying in the homes you plan or build. Whether invisible radiant coils, radiant baseboards or convectors are used, radiant warmth is continuous with Thrush products on the job. There is no noticeable variation in room temperature. Plenty of hot water for kitchen, laundry and bath is provided by the same heating boiler, winter or summer. Thrush System is ideal for modernizing existing hot water heating plants when converting to automatic firing. See our catalog in Sweet's or write Department G-12.


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Thrush Flow Control Valve with Air Tube

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You can't sand floors with a "GHOST" Machine!



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KEEPS YOUR MACHINES *Producing*

. . . Means MORE PROFIT HOURS *for You!*

Look behind the machine when you buy any floor sander today . . . find out about facilities for *service!*

This is important because sanders get heavy use—just like your car does—and may require service from time to time. With quality-built AMERICAN Machines you probably won't need repair parts or service very often—but if service is needed, you can get help *pronto* from your nearby American Distributor! This avoids costly delays.

Friendly and able American distributors are in principal cities throughout the U. S. He specializes in American equipment for your convenience and protection. He maintains a thoroughly equipped service department manned by factory-trained mechanics and he carries a complete stock of American floor machines, genuine factory repair parts, abrasive paper and floor finishes for *all* floor maintenance requirements.

Your best buy is American—for *top performance, dependability and service!*



American Super 8 . . . sands floors nearly twice as fast as standard machines!



NATION-WIDE SERVICE
Shown here is modern headquarters of T. R. Hazlett, Washington, D. C. area distributor.

The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo 3, Ohio.
Please send latest catalog on the following, without obligation:

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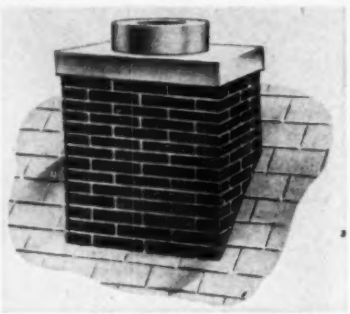
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AMERICAN FLOOR MACHINES

new products

CHIMNEY HOUSING AB125308

This rectangular, above-the-roof chimney housing is made of 3/16-inch cement asbestos panels. The unit measures 24x16½ inches, giving it the desired, massive chimney appearance. The panel thickness and special manufacturing process include a brick design with a soft, red color and well defined mortar lines. The prepainted housing is shipped in knocked-down panels with angle iron supports. Panels, supports and housing



cap have predrilled holes for the furnished sheet metal screws. Panels cut easily to fit any roof pitch.

Use of these chimney housings is said to eliminate job delays, permit fast installation, flexibility in location of heating plant, provide fire safety and better draft for heating performance. Units are listed by Underwriters' Laboratories, accepted by FHA and approved by national building codes. Van Packer Corp., Dept. AB, 209 S. La Salle St., Chicago 4, Ill.

GLASS FIBER BATT AB125320

This insulation is sold under the trade name of Sealglas, and is made from a blend of silica quartz and chemically stable minerals. The product is a resilient, light weight batt which has sufficient density to make it easy to install even in overhead work, its makers state.

The fiber is available both in Kraft paper backing and pure aluminum foil backing. The product is said to be priced



comparable to ordinary batts and is virtually free of shot. Glass fibers are fabricated into batt form by a process which eliminates skin irritations. Sealtite Insulation Mfg. Corp., Dept. AB, 115 Madison Ave., Waukesha, Wis.

♦ *FOR MORE INFORMATION USE COUPON, PAGE 150*

COST CUTTER

LION UNIVERSAL TRIMMER

Accurate, razor-like cut any way of grain. Quick adjustments to 45 degrees or 90 degrees. Miters, bevels, squares, chamfers—hundreds of uses! A time saver on every job.

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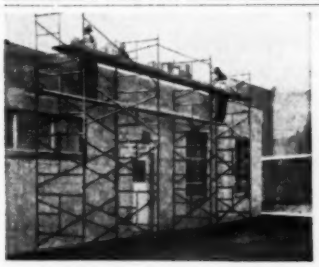
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What a difference it makes when you use PERMALITE





FOR FLOOR SLABS...

Permalite perlite aggregate concrete is ideal for making insulating concrete floor slabs. Permalite concrete has up to 10 times the insulating value of conventional concrete; used as a sub-base slab, it minimizes heat loss into the ground. Hence, it makes the ideal foundation for floor radiant heating systems. With any type of heating system, a sub-base slab of Permalite concrete helps to effect fuel savings and increase comfort. Sub-base slabs of Permalite concrete are usually covered with an abrasion-resistant layer of conventional concrete, although some builders omit this when asphalt or rubber tile, or other flooring, is to be laid on the slab.



FOR PLASTERING...

Permalite perlite aggregate plaster is the ideal base coat plaster for walls and ceilings. *Light-weight*, it is only ⅓ the weight of ordinary sanded plaster, saving in dead-load about one ton per 100 sq. yds., ½ inch thick; prevents unnecessary settling and cracking; and enables the plasterer to maintain optimum production throughout the entire day, with much less effort. *Insulating*, it adds three to four times more thermal insulation than ordinary plaster. *Fire-resistant*, it adds greater fire-protection. *Better workability* plus unsurpassed ease of handling and ease and speed of application are additional plus values of Permalite plaster.

To get the full story on Permalite's many advantages, send today for your free bulletin on Permalite, the largest-selling perlite aggregate in the world. Write Great Lakes Carbon Corporation, Dept. J-4112, So. Flower St., Los Angeles 17.



Dependable GREAT LAKES **Permalite**®

THE LARGEST-SELLING PERLITE AGGREGATE IN THE WORLD

Permalite franchisees' plants are located in: Allentown (Pa.), Hopewell (Va.), Baltimore, Boston, Los Angeles, Cincinnati, New York City, Hillside (N. J.), St. Paul, Vero Beach (Fla.), St. Louis, Chicago, Rapid City (S. D.), Milwaukee, Dallas, Denver, Houston, Calgary (Canada), Havana (Cuba).



KORINA . . . the beautiful blond hardwood that comes from our plant in the Belgian Congo. It's a decorator's joy because it complements any type of furnishings, traditional or modern. The above illustration will be seen in full color by more than 15 million readers in the January issues of leading magazines.



WELDWOOD KORINA checkerboard panels (1' x 8') used for walls in bedroom of General Electric Wonder Home, Louisville, Ky. Architect: Carl D. Russel. Builder: John Walser.

HOW TO HELP A HOUSE SELL ITSELF

Weldwood wall paneling immediately lights up prospect's eyes, yet keeps costs well within your budget.

Watch a woman when she walks into a sample house which has Weldwood wall paneling. Right away she sees how well her furnishings will look against such a beautiful background, how charming and hospitable this house will be to live in—*she's impressed!*

Now take the man who signs the contract. Weldwood hardwood paneled walls mean quality—which implies quality construction throughout the house so—*he's impressed.*

Many builders report that home buyers are becoming more and more selective. They want the extras that add so much to gracious living. Surprisingly enough you can offer these extras without unduly raising your building costs by using Weldwood hardwoods.

A fireplace wall in rich mahogany Plankweld, a playroom in rippling Surfwood, a TV nook in Weldtex pre-cut squares, a dining room walled in rich Korina or any of several other luxurious hardwoods—yes, it's *extras* like these that help you close sales.

IMPORTANT NOTE: All Weldwood hardwoods are *guaranteed for the life of the building!* So if you offer your home buyers a "time-guarantee"—which many builders have found productive—this strong Weldwood guarantee stands back of you.



PLANKWELD requires no on-the-job finishing. Comes in 16¼" x 8' factory pre-finished panels, about 108 sq. ft. per package. Can be placed on any dry wall without furring or nailed directly to studs. Grooved edges and special metal clips conceal nails. Available in 6 beautiful hardwoods.



NOVOPLY, the flattest panel ever made. Novoply sliding doors are virtually warp-free. Good two sides, it's the perfect material for partitions, walls or built-ins. Comes in handy sizes.



MENGEL DOORS are a hallmark of quality in any home. Engineered for strength, they are guaranteed to give lasting satisfaction. Special sizes and faces to order. They are economical.

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DELIVERY FROM STOCK!



DANCO

OIL

SALAMANDERS

first choice for **economy** and **performance** in temporary, portable

SMOKELESS HEAT!

- Inside or outside, for spot or space heating, puts over 175,000 B.T.U. right where you want it on less than a gallon of fuel per hour!
- Burns 20 hrs. without refueling.
- Square bottom prevents tipping.
- Seamless, one-piece folded steel bottom not drawn to shape.
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- Dance designed for simple operation —easy maintenance.

TRIPLE-STITCHED

PENGUIN TARPS

STRAIGHT FROM STOCK!



- 13 stock sizes. 3 weights, treated.
- Rustproof grommets on strong canvas reinforcing patches.
- Individually boxed.
- Fast delivery from city nearest you.

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new products

HARDBOARD PANELING AB125316

Marlite Plank and Block, a new type of prefinished hardboard paneling, requires no adhesive or division moldings. It can be installed easily in either new construction or in remodeling. The products feature what is stated to be the first successful tongue and groove joint for materials of 3/16 inch or less in thickness. Panels are made in two 16-inch modular sizes for easy handling and fast

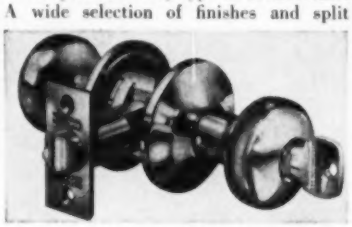


installation. Planks are 16 inches wide and eight feet long. Blocks are 16 inches square. Both are 3/16 inch thick.

A new line of ten companion colors has been styled for Marlite Plank and Block; they are also available in four authentic wood patterns. Planks and blocks are installed by using clips or nails. The t&g joint conceals nails or clips in the finished installation. Application may be made directly to existing walls, or over furring strips. Moldings for corners, cove, casing and base are available in colors and patterns to match panels. Marsh Wall Products, Inc., Dept. AB, Dover, Ohio.

RESIDENTIAL LOCKSET AB125321

According to its manufacturer, the Series 440 lockset is engineered with skill and precision craftsmanship and styled to complement every type of architecture. A wide selection of finishes and split



finishes is offered. Wear-resistant lacquer baked on at a high temperature assures lasting finish.

Key, turn button, push button and privacy locks and knob latches are all available in the new series. Knob and rose are made of brass, bronze or aluminum. All working parts are selected, cold rolled steel. The cylinder is five-pin tumbler-type. National Lock Co., Dept. AB, Rockford, Ill.

♦ *FOR MORE INFORMATION USE COUPON, PAGE 150*

CASH IN on RED CEDAR CLOSET LINING



SEAL-PACKAGED FAST-MOVING *Nationally Advertised* BROWN'S SUPERCEDAR

Guaranteed 90% Red Heart–100% Oil Content

Our national advertising annually produces thousands of customer inquiries which are turned over to our dealers for follow-up. Here is an active market for cedar closet lining. Brown's SUPER-CEDAR is a fast-moving, profitable item and is produced by the largest and oldest experts in the business. Sold only through leading jobbers and millwork distributors.

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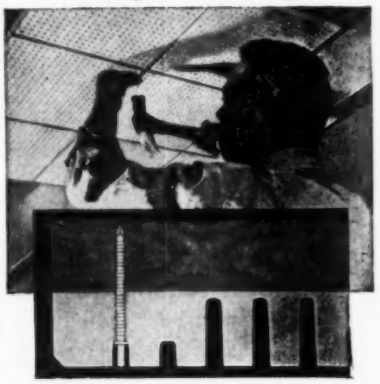
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GREENSBORO, N. C. Established 1886

LARGEST MANUFACTURERS OF AROMATIC RED CEDAR IN THE WORLD

ACOUSTICAL TILE NAILS

... designed for the job



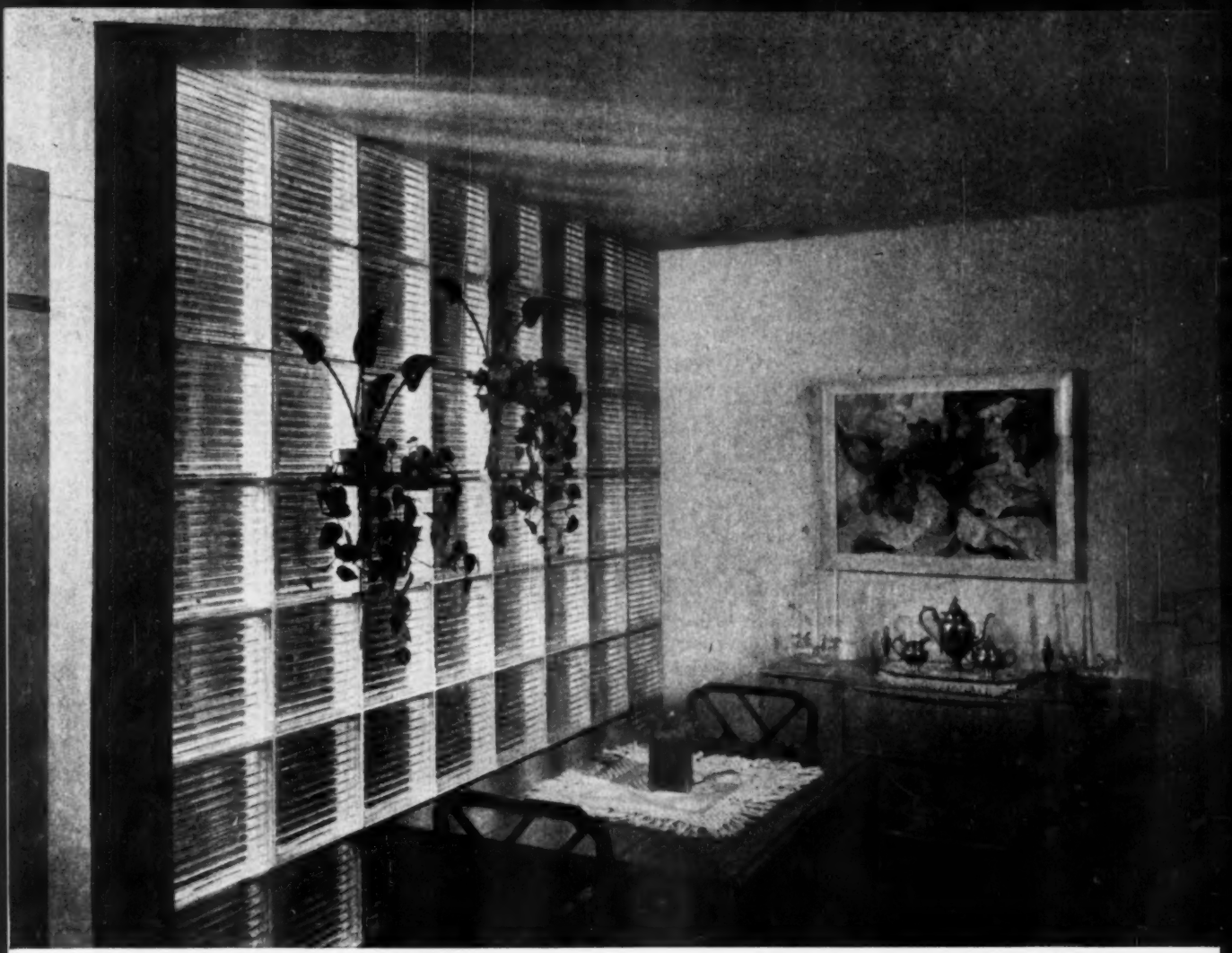
When installing acoustical tile choose a job-designed nail that combines ease of application with these special features: a head end which allows the nail to be driven home without damaging the tiles ...a collar which holds the tiles firmly in place...annular threading which gives superior holding power. The nails are furnished with a plated finish to prevent rust streaks where moisture is present. Send for free samples and descriptive literature.

Hassall

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Westbury, New York



This dining room, though near the entrance, has privacy and protection with plenty of light. Insulux interior partitions help you gain maximum utility from every square foot of area.

BUILDINGS, PLANNED OR BUILT, ARE GOOD PROSPECTS FOR Daylight Engineering



An Insulux Wall of Daylight will hide an unwelcome view gracefully, while letting in light, providing insulation and protecting privacy.

Planning new building? Find out how Insulux Walls of Daylight add beauty and efficiency to any type of structure.

If you wish to build a bigger volume of modernization work, practically every building you see—house, store, office or industrial—is a good prospect for a Daylight Engineering job.

Dark places, hallways, stairwells, etc., can be daylighted with privacy. Rooms that neighbors can see into, or windows that frame unsightly views can be daylighted freely, vision blocked.

For beauty, privacy, efficiency for your customers, and profit for yourself, give your homes the benefits of panels of Insulux Glass Block®.

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Start to plan now to use this versatile, practical building material in your homes. Write to Insulux Glass Block Division, Kimble Glass Company, Department AB-12, Box 1035, Toledo 1, Ohio, and get complete information about the many advantages Insulux can bring to the homes you build.

KIMBLE GLASS COMPANY

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Move jobs faster with electricity wherever the work is done—save expense and bother of temporary power line hook-ups. Portable, low-cost model operates saws, drills, grinders, pipe threaders and cutters, other tools. Develops 1500 watts AC. Engineered throughout by Kohler. Rubber-tired two-wheel cart available. Other sizes 500 watts to 30 KW. Write for folder 23-K.

Model 1.5M25, *1500 watts, 115 volt AC. Manual control. Weight 130 lbs. Also 115 volt DC weighing 101 lbs.*

Kohler Co., Kohler, Wisconsin. Established 1873

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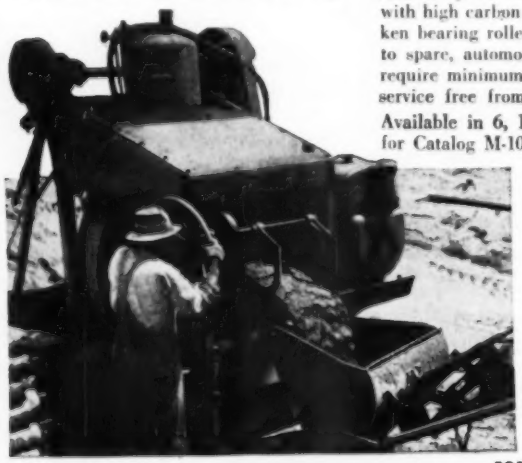
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JAEGER'S shorter mixing cycle increases daily yardage

Jaeger's shorter mixing cycle means more batches-per-day with no increase in crew and payroll. Here's how it's done — *charge and discharge have both been cut to only 5 to 7 seconds.* The original Skip Shaker throws its load into the drum in one swift slide. Extra big bucket and flight blades and specially designed "catch-all" spoon discharge it with equal speed.

What's more, Jaeger's rugged design stands up to the pace. Heavy drum with high carbon machined tracks, Timken bearing rollers, engines with power to spare, automotive transmission — all require minimum upkeep, give years of service free from breakdowns.

Available in 6, 11, and 16S sizes. Ask for Catalog M-10.





3½S Auto-Loader, with Power-Shaker Hopper, loads while mixing, produces 12 to 15 more yds. daily.

THE JAEGER MACHINE COMPANY 521 Dublin Avenue Columbus 16, Ohio

PUMPS • COMPRESSORS • HOISTS • PAVING EQUIPMENT • TRUCK MIXERS

new products

SUMMER-WINTER UNIT AB125318

Designed for basementless homes selling for under $15,000, these new air conditioning units use only about five square feet of floor area. They are rated at two



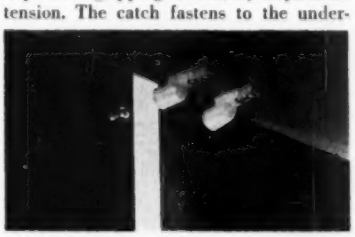
and three tons of cooling capacity, with 140,000, and output between 60,000 and 112,000 Btu's per hour. Models are available for use with both gas and oil, and all can be furnished for use with either water-cooled or air-cooled condensers.

The "Upright" model, shown, is designed for overhead air distribution. Floor dimensions are 28⅜x29⅜ inches, useful for installation in utility rooms or closets. Over-all height is 80 inches. For installations using the perimeter system of air distribution, the line includes a "Counterflow" model with same floor dimensions. All models feature automatic changeover design, allowing shift from heating to cooling by the turn of a switch. Typhoon Air Conditioning Co., Inc., Dept. AB, 794 Union St., Brooklyn 15, N. Y.

FRICTION CATCH AB125319

This device is made of paraffin-based polyethelyne. It is breakproof, since there are no moving parts to break, and is silent, since the polyethelyne acts as a cushion.

The catch will hold cabinet doors with a positive gripping action, by adjustable tension. The catch fastens to the under-



side of the cabinet shelf and may be installed in just a few minutes. Washington Steel Products, Inc., Dept. AB, 1940 E. 11th St., Tacoma 2, Wash.

♦ *FOR MORE INFORMATION USE COUPON, PAGE 150*



LIVING AREAS! The beauty of this distinctive wall is that it can be rearranged without fuss any way and any time the householder feels like it.

Working Walls of MASONITE PEG-BOARD* PANELS

and changeable metal hangers that lock on without tools!

Now sold by building materials dealers everywhere



GARAGE OR WORKSHOP
Peg-Board panels in ¼" thickness can hold an exceptional number of tools, a surprising amount of weight, hundreds of pounds.

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Space-saving efficiency here. A place for everything and everything in its place. The housewife can rearrange her closet to suit new situations.



KITCHENS, OF COURSE!
Put lazy walls to work in kitchen, bath, child's room, recreation room—anywhere!

Here's the exciting new decorative feature that'll sell more homes faster in 1954 and many years more!

You've read about the wonder-working walls of Masonite Peg-Board panels. And so have your prospects. In scores of home-magazine articles, in newspapers, over the radio and on TV, they've learned how attractive a living room can be...how efficient a working area becomes with the aid of these perforated all-wood hardboard panels.

Working walls and partitions of this dense, grainless material will firmly support paintings, books, plants and objets d'art. Homeowner can rearrange them at will, easily, and with no muss or fuss, without defacing the wall. Wide variety of hangers lock into holes (1" on centers), lift off instantly without nails, screws, bolts or any tools.

Like all other Presdwood® Products, Masonite Peg-Board panels are easy to paint and repaint. Won't split, splinter or crack. Resist changes of temperature and humidity. Readily cut and fit into place.



Don't miss this sales winner! Plan now to put Peg-Board panels to work in your next house. For complete information, see your local building materials dealer, or send the coupon now!

better hardboards for better buildings

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CORPORATION
Dept. AB-12, Box 777, Chicago 90, Ill.

Please send me a complete description of Masonite Peg-Board panels and fixtures and suggestions for their use.

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Address.....

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County.....*State*.....

"Masonite" signifies that Masonite Corporation is the source of the product

*"Peg-Board" Reg. T.M. U.S. Pat. Off. B.B. Butler Mfg. Co., Inc.

Visit our display- **BOOTH 247**

CONRAD HILTON HOTEL

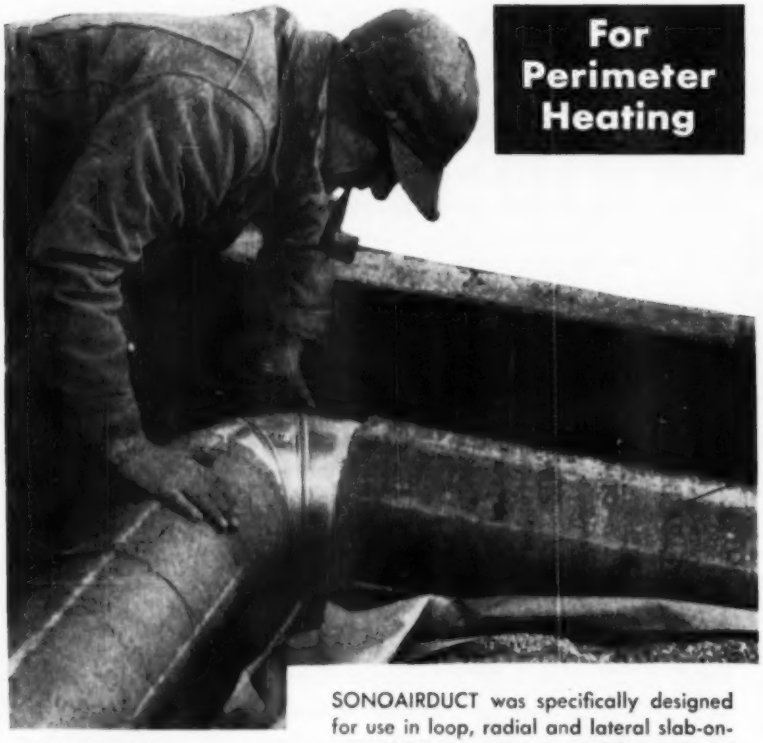
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Saves TIME! *Saves* MONEY!

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For Perimeter Heating

27 SIZES
2" TO 36" I.D.

Both SONOAIRDUCT and SONO-AIRDUCT-XP can be sawed to exact lengths on the job. Fits all metal bends, elbows, T's, etc.

SONOAIRDUCT was specifically designed for use in loop, radial and lateral slab-on-ground heating systems. Widely used and approved by builders all over the country. This light weight duct comes in 27 sizes—2" to 36" I.D., up to 24' long or longer on special order.

SONOAIRDUCT-XP is available for installation in attic and crawl space.

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GARWOOD, N. J. — BRANTFORD, ONT. — AKRON, IND.

new products

WINDOW SURROUND AB125309

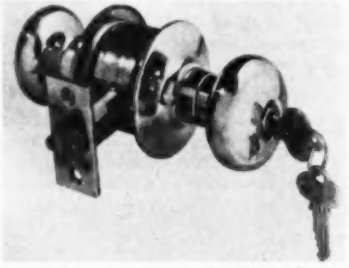
New redwood surround for the manufacturer's "Best-Vent" aluminum windows is designed especially for drywall or gypsum lath construction. It provides



wood return, interior and exterior trim, the sill and stool in one complete package. Shipped knocked-down, the surround may be completely caulked and assembled on the job, even by inexperienced help, in less than three minutes. Individual sections are so designed that incorrect assembly is impossible. Per-Fit Products Corp., Dept. AB, 1205 E. 52nd St., Indianapolis 5, Ind.

CYLINDRICAL LOCKSETS AB125302

Standard-duty cylindrical locksets offer such features as ball bearing latch bolt retractors, dual bearings to prevent knobs from wobbling and concealed attaching screws and knob retainers. Locks are furnished in all functions normally required for light commercial and residential building. Installation is self-aligning and requires the drilling of only two standard-size holes in the door and a shallow mortise for the face plate. Locks



are fully reversible and adjustable for doors 1¾ to 1¾ inches thick. They can be master-keyed with other cylinder locks made by the manufacturer.

Auxiliary items in the line include king-size rose plates, backset extension units, rabbeted fronts and strikes, knobs for working or dummy trim, etc. P. & F. Corbin Division, The American Hardware Corp., Dept. AB, 67 Park Ave., New Britain, Conn.

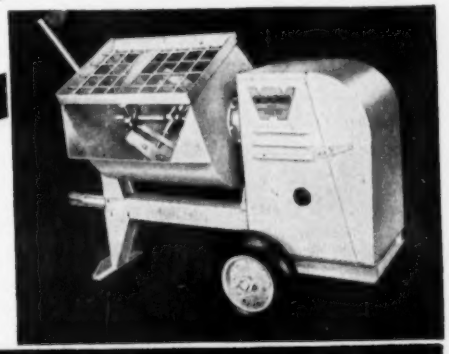
♦ *FOR MORE INFORMATION USE COUPON, PAGE 150*

HOE-TYPE MIXERS

HOE-BOY 3½ to 4½ cubic foot PLASTER-MORTAR MIXER

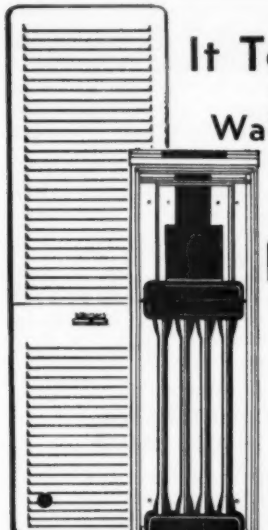
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WALL HEATER

Uses waste wall space. Has low-level, downward heat delivery. Individual room control. Easy to install, operate, regulate. Quiet, odorless, no sweating, no overheated walls. Safe, dependable. Safety Pilot and Draft Diverter built in.

Both Single-Room and Dual-Room models.

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☐Please send free booklet, "On the Level." ☐Mail me Deluxe LEVELALL @ $12.95 ☐Regular 50' model at $9.95 ☐Ship postpaid full price enclosed. ☐Ship C.O.D.

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[In Canada, prices slightly higher; write LEVELALL, INC., 5465 Decarie Blvd., Montreal, Que.]

new products

DIAMOND BLADE CUTTERS AB125315

Diamond blades are now available in a specification suited for the cutting of such materials as concrete block, pumice block, soft tiles and certain refractory materials. Formerly diamond blades were recommended only for cutting hard, vitreous materials, but through the development of new metal alloy bonds that retain the diamond particles, an entire new range of softer masonry materials can now be cut economically.

The higher initial cost of diamond blades is claimed by the manufacturer to be offset by their longer cutting life and faster cutting action. Actual laboratory tests reveal the following cutting speeds for diamond blades when used

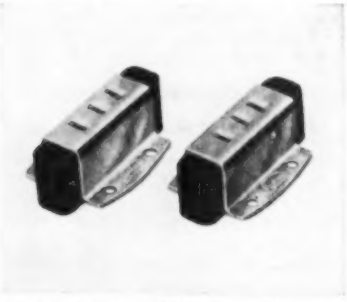


on a manufacturer's Model HD wet cutting masonry saw: glazed tile, 17 seconds; face brick, five seconds; glass block, eight seconds. Clipper Manufacturing Co., Dept. AB, Suite 601, 2800 Warwick St., Kansas City 8, Mo.

SLIDING DOOR CUSHIONS AB125311

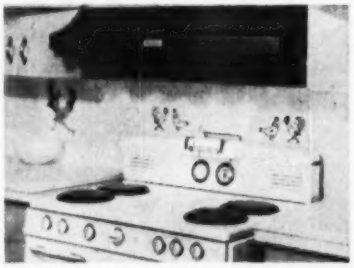
These door cushions are said to make sliding doors quieter, safer and more convenient to operate. They are easily attached to the back of by-passing sliding doors such as in cabinets and wardrobes. They absorb shock and prevent slam when doors are pushed against jambs. They limit sliding action of doors to protect fingers from getting pinched in flush pulls.

The cushions are made in two pieces—a cadmium plated steel strap and a resilient rubber cushion. The strap clamps over the rubber which is adjustable after installation to provide good cushioning action. Sterling Hardware Mfg. Co., Dept. AB, 2345 W. Nelson St., Chicago 18, Ill.



VENTILATING HOOD AB125313

This kitchen ventilating hood is available in stock sizes to fit standard 36-, 39-, 42- and 48-inch cabinets. The hood fits low over the range and traps cooking by-products at their source, thus increasing the efficiency of the exhaust blower unit



by reducing the effective ventilating area. With the hood in close proximity over the cooking top, the range is enclosed in a wall of moving air and the ventilated area remains the same regardless of the kitchen size.

Lights and switches are located under the nose of the hood and are prewired to one built-in pull box. Cabinets over the stove conceal the twin-wheel blower unit and vent, permitting a more symmetrical kitchen design. Aluminum foil filter prevents grease accumulation in blower and vent. Stanthony Corp., Dept. AB, 2305 W. Alameda Ave., Burbank, Calif.

DOOR CHIME-PEEPHOLE AB125322

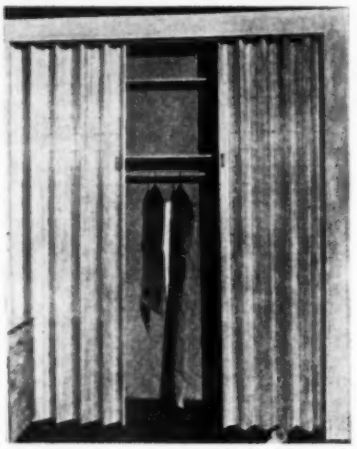
Combination double note non-electric door chime actuated by a mechanical push button, with a one-way mirror peephole, permits the resident to observe who is calling without being seen. The metal escutcheon plate containing the push button and one-way mirror mounts on the outside of the door; the chime unit (6½x3x2 inches) mounts directly behind it on the inside of the door and connects to the push button. By control of a small shutter on the chime enclosure, the resident can see who is at the door without being observed.



The unit fits any specified door thickness. Instructions and a door drilling template are supplied. Standard finish of the escutcheon plate is polished brass and that of the chime unit, ivory enamel. Auth Electric Co., Inc., Dept. AB, 34-20 45th St., Long Island City 1, N.Y.

FOLDING DOORS AB125314

Supplied in eight standard pastel enamel colors or a natural finish, the Veni-Flex folding door offers many practical applications and is said to be particularly suitable to modern compact homes or apartments where space-saving is a first consideration. The door is also effective as a room divider, closet or room closure,



kitchenette or in-a-door bed closure. It is constructed of basswood slats woven with seine twine. All hardware is supplied and door comes completely finished.

The unit is inexpensive to install because the opening in which it is to be used can be Sheetrock or plaster-finished, eliminating wood trim. No floor track is necessary, so installation can be completed in minutes by mounting the overhead track and fastening one edge of the door to wall or jamb. Consolidated Venetian Blind Co., Dept. AB, 2401 Nicholson St., Houston 8, Texas.

USE THIS COUPON FOR MORE INFORMATION ON NEW PRODUCTS AND CATALOGS IN THIS ISSUE

Save Time—Just Insert Key Numbers and Mail To:
American Builder, 79 W. Monroe Street, Chicago 3, Illinois

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Above, our plant located at Vernonia, Oregon.

At the left, our plant located at Longview, Wash.

Long-Bell's Modern 20 Plants provide dependable service on your lumber needs, wherever you are! Leading retailers, distributors and industrial users have learned over the past 78 years to count on Long-Bell . . . to "Look to Long-Bell" for the kind of lumber and wood products that pay off in a more profitable operation!

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- West Coast Hemlock and Cedar
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Showing the complete story in full, natural color of lumber manufacturing from forest to finished product. Available to the trade on request!



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SAW MILL
Douglas Fir and West Coast Hemlock
Austa, Oregon

SAW MILL & PLYWOOD PLANT
Douglas Fir and West Coast Hemlock
Gardiner, Oregon

SAW MILL
Douglas Fir and West Coast Hemlock
Reedsport, Oregon

SAW MILL, TREATING PLANT, MILL WORK FACTORY AND PLYWOOD PLANT
Ponderosa Pine and White Fir
Weed, California

TREATING PLANT
Joplin, Missouri

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48" DOOR CANOPY



72" STOOP CANOPY

TROY **Door Canopies**

the sensational new CANOPY made of sturdy rustproofed STEEL!

- **STRONGEST BY FAR!**
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A REAL PROFIT ITEM!
Packaged — for over the counter sale. Easily installed by the purchaser.
A sample hung in your show room will start a chain reaction of sales.

Write at once or just clip this advertisement to your letterhead.

Prices, liberal discounts and complete merchandising suggestions will be sent promptly.

THE TROY SUNSHADE CO., TROY, OHIO

THE OLDEST AND LARGEST MANUFACTURERS OF SUN CONTROL PRODUCTS

D-107 these fireplaces fit the modified contemporary

In the contemporary-styled house with its open plan, low ceilings, and exposed ceiling-beams, the fireplace is usually increased in width. This is because the lack of restraining partitions creates the illusion of depth in a room size. If the fireplace is located on a side wall, surface materials such as brick or stone can extend across the front for quite a distance. If placed on an end wall, and the depth of the room is sufficient, the fireplace can extend the entire width of the wall.

Two examples of such fireplaces are well illustrated in the photographs on the opposite page.

In the top photograph a side wall arrangement is shown. A wood surround, which projects 11 inches from the wall surface, provides a frame for the Roman brick front laid up in a stacked pattern. The finished surface of hearth, which is approximately two inches above the floor level, is flush with brick face of fireplace.

In the bottom photograph an end wall arrangement is shown, with the slump brick surface of the fireplace extending to the side walls. In this case the hearth is raised two bricks above the finished floor of the room and is flush with the adjoining brick wall. Added depth is given to the fireplace opening to compensate for the lack of an extended hearth.

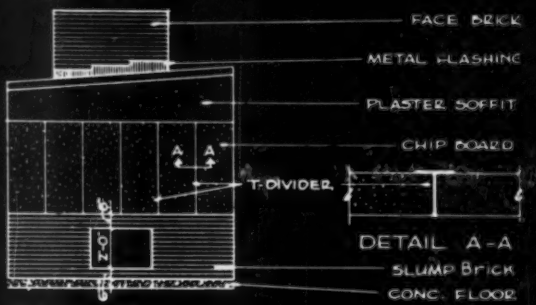
The over-mantel (area above the fireplace opening to the ceiling) is faced with chip-board extending six inches out from the face of slump brick. The overhang at top of brick provides an interesting shadow line. This chip-board, which is two feet wide, is held in place by a metal T-divider.

AMERICAN BUILDER'S BETTER DETAIL PLATE

Designed by Edward H. Fickett, A.I.A., Los Angeles, Calif. Detailed by K. Roderick O'Neal, A.I.A. for *American Builder*

NO. D-107 TWO FIREPLACES . . .

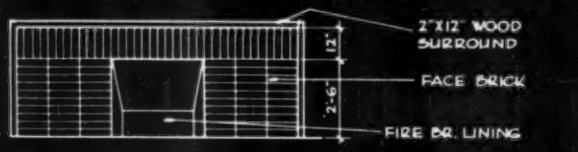




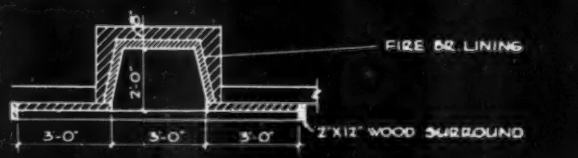
Elevation . .



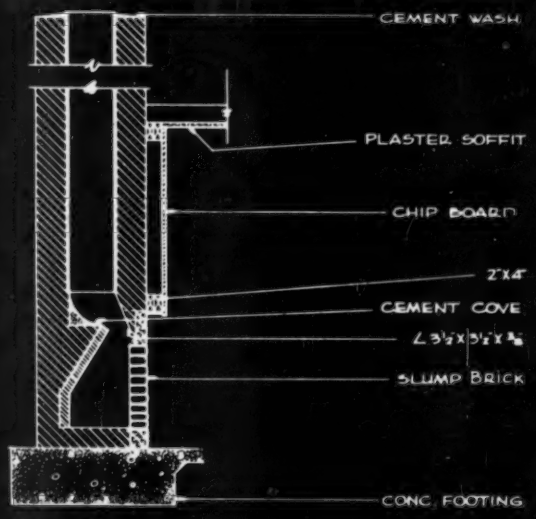
Plan . . .



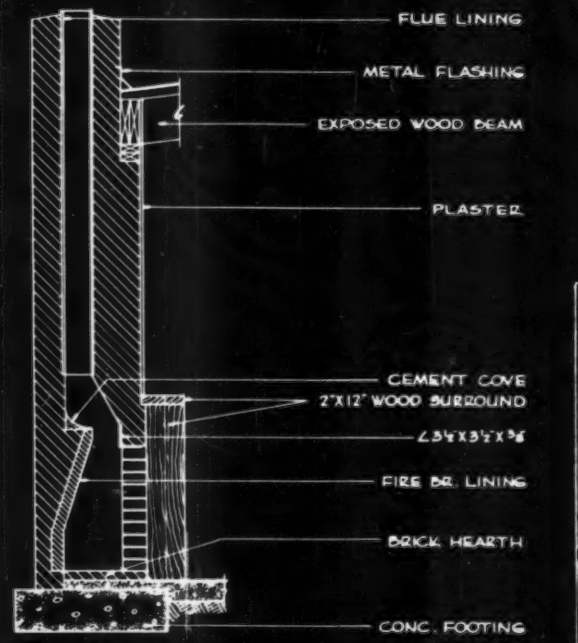
Elevation . . .



Plan . . .



Section . . .



Section . . .



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Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog should be in your files for ready reference—write for your copy now!

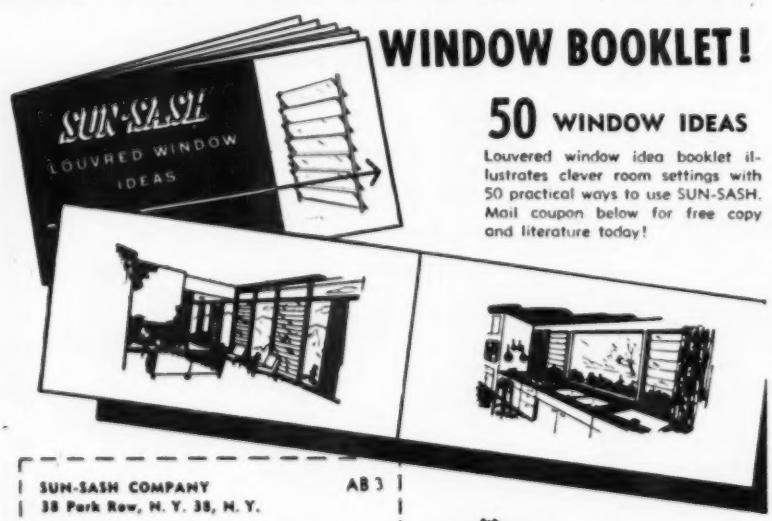
Build More Saleable Area into Homes with BESSLER Disappearing Stairways

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2. A *real* stairway—not a ladder.
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6. Operates from above and below.
7. Full width treads—SAFE for everyone.
8. ALL steps are of equal height.
9. Treads and stringers are made of Sitka Spruce.
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12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice for all models—no "orphans."
15. Doors made of White Pine and Fir in two-panel and flush types; hardwood doors in flush type only.
16. Tailor-made for all heights—no short or long steps.
17. Proved in performance—hundreds of thousands in constant daily use.
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19. Meets all building codes.

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Visit our booth at the NAHB show number 291-292

No. G-50 recessed store front for shopping comfort

Features that stress comfort and convenience for the public are a mark of excellence in today's modern store building.

In this new store building erected on the south side of Chicago, the splayed position of the store front together with an angular canopy make possible a large overhang, where the shopper and the window shopper are protected from the elements. This type of front can also be adapted to the remodeling of old and existing store buildings.

The position of the partitions between the stores and the pre-established 7-foot depth from in front of the deepest recessed door frame to edge of canopy, determined the two angles of the store front. That these angles are not equal adds interest to the design.

The soffit of the exposed canopy and recess is rough-cast plaster over a metal lath base. The ceiling of the store, which is on a line with the finished soffit, is covered with acoustical tile.

No attempt is made to conceal the artificial light units in ceiling, or to establish a bulkhead at floor line for the display of articles. The glass front is literally extended from the floor to the ceiling with a metal store front mould and stop at top, and a metal store front unit and six inch channel at floor line for support. Thus, bullet-shaped metal lamps secured to the ceiling are used for lighting and the entire floor of the store becomes a show window.

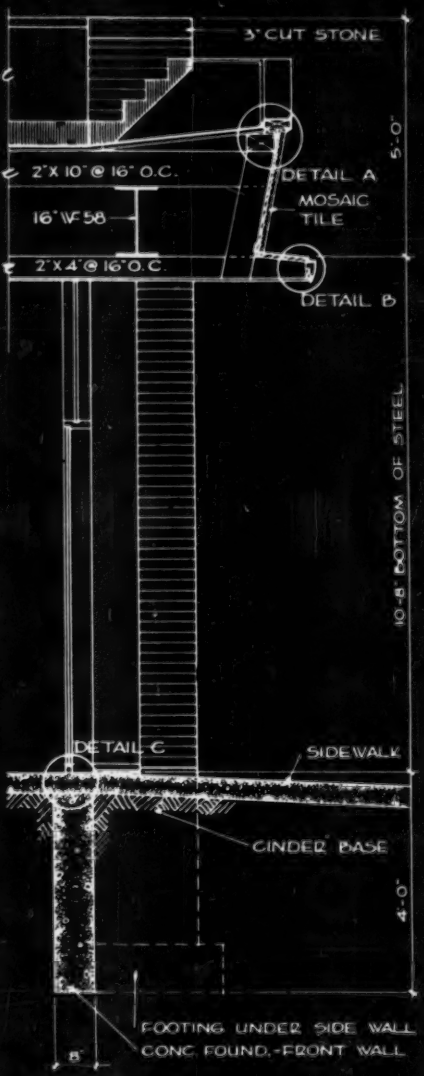
The splayed area above the extended canopy is faced with mosaic tile held in place with a base of metal lath and cement. A 2x6 laid flat across the top, and secured to wood framing in back of tile, forms the base for a 4-inch vertical, stainless steel coping. This member projects from wall to form drip. Top of canopy is metal lined.

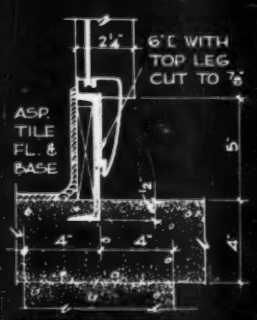
AMERICAN BUILDER'S STORE FRONT DETAILS

Detailed by K. Roderick O'Neal, A.I.A. for *American Builder* — Designed by Elmer C. Carlson and Associates, Architects, Chicago, Ill.

NO. G-50 RECESSED FRONT . . .



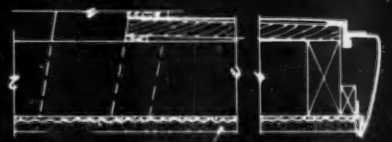




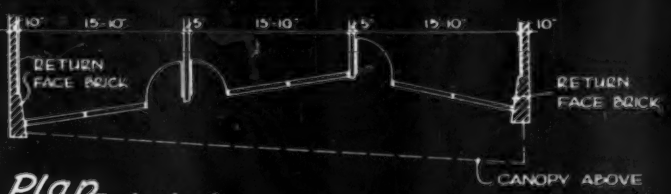
DETAIL C



DETAIL A

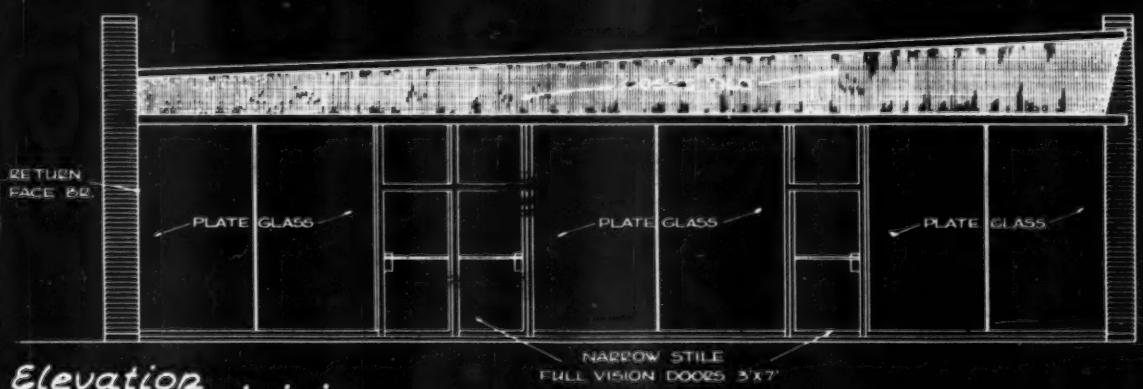


DETAIL B



Plan . . .

Section . . .



Elevation . . .

Ask the man behind the "gun"

Coated optics give you this—not this

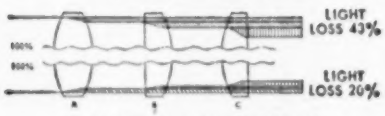


Model 3000, $195.00*, complete with tripod.

with a White Universal Level-Transit

HERE'S what coated optics do for you. You can put in a full day without eyestrain or headache. There's less chance for a mis-reading. You get a clear, sharp sight — not a fuzzy image. What's more, you get your reading in far less time. Check this diagram. See for yourself how coated optics pass through up to *40% more light*, provide a clearer image contrast.

PASSAGE OF LIGHT THROUGH UNCOATED LENSES



PASSAGE OF LIGHT THROUGH COATED LENSES

And there's more!

White Universal Level-Transits also offer you internal focusing, guarded vertical arc and ball bearing race which insures smooth operation, even in sub-zero temperatures. Check one out on your next trip. You'll soon be convinced a White can make your work faster, easier, more accurate . . . Write for Bulletin 1053. DAVID WHITE CO., 311 W. Court Street, Milwaukee 12, Wisconsin.

DAVID WHITE COMPANY

Expert REPAIR SERVICE on all makes, all types of instruments

*Prices subject to change without notice.

how a California builder is launching a trade-in plan

The Liberty Building Company has built 475 houses in its Kellogg Park tract in Pomona, California, and plans to start another unit of 650 shortly. The present homes sell at one price, $14,950, under a conventional loan of $10,500 (18½ years at 5½ per cent), so require down payments of $3,450.

In recent months it has become clear to the company that many of its logical prospects do not have sufficient cash for the down payment. So the builder has introduced the trade-in idea into his sales program as a solution.





Teaser ads in Sunday papers announcing Liberty's Trade-Sell Plan had strong results, backed up with spot announcements from one of the local radio stations, broadcast at the rate of one every half hour during each of the seven days preceding the official launching date of the campaign. Full-page ads explaining the plan stimulated so much activity Liberty was quickly convinced that trade-in selling was certainly an answer to their problem.



Liberty's approach to trade-in selling works like this:

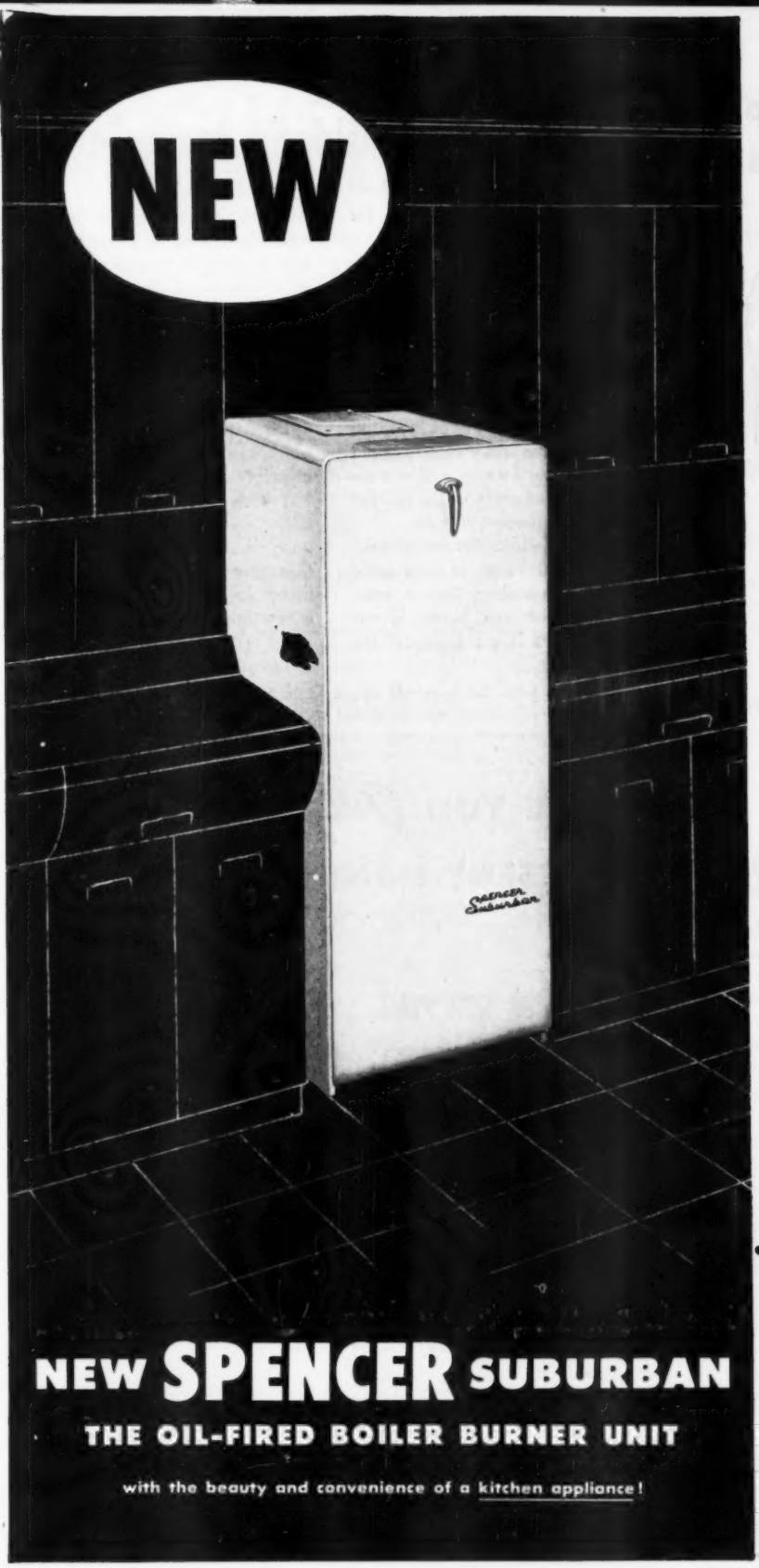
Salesmen do not get into any detailed discussion of the trade-sell plan until the prospect has shown positive interest in Kellogg Park by picking out a model and a lot. This avoids sending out company appraisers on deals which may very likely never materialize. But if the prospect is in earnest and needs the trade-sell arrangement to see him through, the salesman is then at liberty to fill out the form reproduced here (page 160).



At this stage of the game, the prospect does not sign any papers, but he does reveal the price he paid for his present home. He is told that an appraiser from Liberty will inspect his house and discuss with him

(*Continued on page* 158)

A set of four teaser ads, run in Sunday papers, started the ball rolling



NEW PRODUCT

COMPLETE NEW HEATING UNIT

combines "kitchen appliance" beauty with "code boiler" dependability . . . offers easier installation and servicing

Here's a boiler that fits into modern —or remodeled—homes as easily as today's kitchen appliances. It's the Spencer Suburban, a ready-to-install unit for today's basementless homes. It also makes boiler location in older homes much more flexible.

Here's why: The Suburban fits in anywhere. It's compact. It can be set right on a wooden floor—requires no special base. It's so beautiful there's no need to hide it. Completely enclosed in a gleaming white beauty jacket, it rivals kitchen appliances or modern laundry equipment in attractiveness. Connections easily concealed.

Easier to install, just hook up electrical connections, oil and water lines and smoke pipe. That's all.

Easy to service, readily removed plate on top makes all fire tubes easily accessible. No need to disturb jacket or smoke pipe when cleaning. Controls and all working parts can be reached from the front for easier servicing.

Conforms to ASME and SBI Code, the newest member of Spencer's Complete Line, like all Spencer products, conforms to ASME and SBI codes.

510-Sq.-Ft. Net SBI Water Rating

Dimensions — Only 21½" x 32½" x 56"

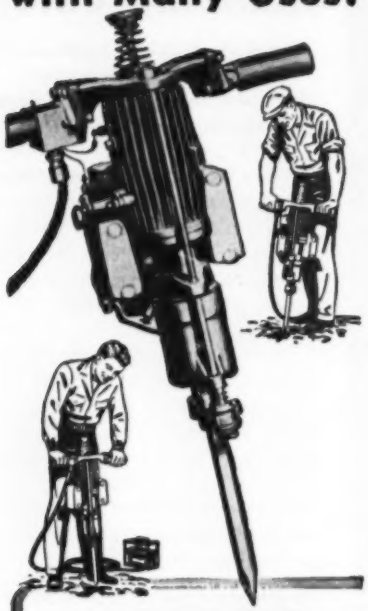
SPENCER HEATER
LYCOMING-SPENCER DIVISION
WILLIAMSPORT AVCO PENNSYLVANIA

Spencer Heaters, Dept. AB-12-3
Lycoming-Spencer Division
AVCO Manufacturing Corp.
Williamsport, Pennsylvania

Dear Sirs:
Please send additional information, including full specifications, on the new Spencer Suburban to:

Name_____
Position_____
Company_____
Address_____
City_____ Zone____ State____

A Profitable Tool with Many Uses!



BARCO *Gasoline* HAMMER

■ HERE'S why owners of the *improved* Barco Gasoline Hammer are enthusiastically acclaiming it as *"A Profitable Tool With Many Uses!"*

- Versatile! Use it for Pavement Breaking . . . Cutting . . . Digging . . . Rock Drilling . . . Frost Breaking . . . Rod Driving. Ideal for general utility, standby, and emergency service.
- One man operation. No compressor needed. Easy to take to any location.
- New ignition system—quick, easy starting.
- Quick disconnect at handle for battery cable. Thumb controlled switch.
- Powerful, rugged; up to 1550 strokes per minute.
- Economical! Low first cost, low operating expense, low maintenance expense. *Quickly pays for itself.*

ASK FOR A DEMONSTRATION—See for yourself—ask for our nearest distributor to give you a demonstration.

BARCO MFG. CO.
523N Hough St.
Barrington, Illinois
A Chicago Suburb



***Ask For This New* BULLETIN 613**

California builder's trade-in plan

(*Continued from page* 156)

the value to be placed on it for trade-sell purposes.

The appraiser makes a complete inspection and comes to a conclusion on the price at which he feels the house can be quickly sold. If this price is less than the owner thinks he should get, the appraiser discusses the situation with the owner. At this point about 30 to 35 per cent of the sales are washed out, since many owners will not accept realistic estimates of the market value of their present homes.

If the price which the owner asks for his present house is acceptable to Liberty's appraiser, then a sales contract on the new house is entered into. This is a standard form of contract, onto which the builder adds the following provision: "This sale is subject to the sale of home at ———— within 30 days from date."

If the old house is not sold within 30 days, the Liberty salesman again sits down with the customer and discusses Part 2 of the trade-sell plan —Liberty's actual purchase of the old house. The appraiser determines a price at which the builder will buy from the owner. Activity on the house during the first 30 days usually is a big help in determining this price. If the owner agrees to accept Liberty's offer, he has bought a new house in Kellogg Park. If he

(*Continued on page* 160)

A week later, full-page ads appeared in two leading Sunday papers. Full-page ads alternated on the next two Sundays



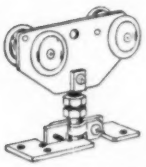
ANSWERS

to these questions take the guesswork out of SLIDING DOOR INSTALLATIONS



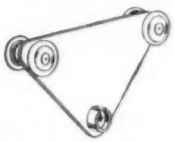
Q *What are the advantages of center mounting and 8 wheels per door?*

A Hangers that are center mounted support door weight in a true vertical position, relieving stress or pressure against door guides or frame. Hangers providing eight nylon wheels per door distribute weight more evenly over track, providing extremely quiet, effortless operation. Only custom Kennatrack offers these two highly desirable features.



Q *When should adjustable hangers be used?*

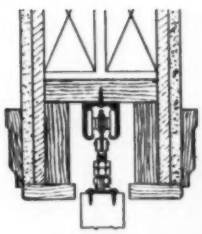
A Whenever headroom is sufficient. Vertical adjustment permits easy alignment of door to jamb. Readjustments are easy to make if settling and other changes occur. Kennatrack also offers non-adjustable hangers of exclusive design for use where extra strength and neatness are desired, or where headroom is limited to one inch. This type is highly desirable where plywood doors are used.





Q *Why should a steel frame be used for all pocket door installations?*

A To avoid costly as well as frequent troubles caused by warping of wood frames. An exclusive development of Kennatrack Corporation, "Kennaframe" is the steel frame that completely eliminates this danger. Easy to install, and with center mounted 8-wheel hangers for smoothest performance, "Kennaframe" is widely used for 2 x 4 wall installations. Any type of wall material or trim may be applied. Doors can't possibly bind if this prefabricated steel frame is used.



Q *Can millwork be eliminated?*

A Using Kennatrack hardware, the need for millwork has been eliminated for practically all installations. Complete packaged sets include versatile molded nylon guides that eliminate need of saw kerfs for doors of all thicknesses.



Q *How can I be sure the right track is used?*

A Selection of the right track for a specific installation is highly important. Reference to the Kennatrack Buyer's Guide takes all the guesswork out of selecting the right hardware. An easy-to-follow index leads to complete descriptive information, scaled detail drawings and architects specifications for each series. Write today for your free copy.

KENNATRACK CORPORATION, ELKHART, IND.

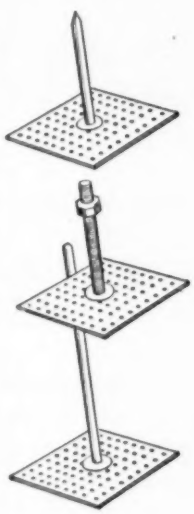
Eliminate Slow, Wasteful Drilling for anchorage to brick, tile concrete, steel



AND CUT LABOR COSTS ON EVERY JOB...

Installing furring strips, metal cabinets and insulation hangers on concrete or masonry walls need not be an expensive problem for you. Today you can eliminate the slow, wasteful job of drilling for anchorage... with *Gemco* products, and cut labor costs substantially on residential, commercial and industrial buildings. Here are the items which will assure the fast, simple installation so important to you:

with GEMCO PRODUCTS



GEMCO ANCHOR NAILS
...for installing furring strips, plaster grounds, carpet strips, etc. Fastened to surface with Tuff-Bond adhesive, they have ample strength to hold reasonable sidewall loads in place securely. Easy to install; anchoring is safe, sure, permanent.

GEMCO ANCHOR BOLTS
...for quick, easy installation of metal cabinets, outlet boxes, dispensers, mailboxes, etc., on concrete, brick, steel, hollow tile, gypsum tile. No drilling or welding.

GEMCO Insulation Hangers
...ideal for installing batt-type insulation on concrete, brick, or metal. Many man-hours saved over welding of wires or installing mechanical fasteners.

Other Goodloe E. Moore, Incorporated, products: *TUFF-BOND* outstanding adhesives... super-strength ...waterproof... stick almost anything to anything! *TUFF-TRED* Safety Stair Nosing... for protecting any type stair steps from wear, improving the safety factor, maintaining and restoring stairway beauty.

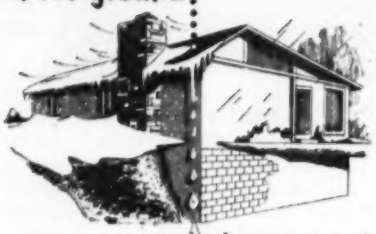
A few choice distributorships and dealerships are available. Write, 'phone or wire...

GOODLOE E. MOORE
INCORPORATED
DANVILLE, ILLINOIS
In Canada: W. D. ELMSLIE, Ltd.
409 Notre Dame St., West, Montreal 11, Quebec

Stop WATER

from destroying the masonry of your home!

above ground



below ground

Protection for the masonry of your home at minimum cost



Experience Counts!

GET THE THORO SYSTEM PRODUCTS

Get our pictorially described literature *"HOW TO DO IT"*



Standard Dry Wall Products, Inc.
NEW EAGLE, PENNSYLVANIA

California builder's trade-in plan

(*Continued from page 158*)

LIBERTY BUILDING COMPANY
TRADE-SELL PLAN APPRAISAL FORM

Owner's name _____

Address _____ Phone _____

Cost of present home _____ When purchased _____

Amount of down payment _____

Monthly payments _____

Rate of interest _____

Original amount of loan _____ Balance of loan _____

PERSONAL DATA

Employed by _____ No. of years employed _____

Position _____ Additional income _____

Annual salary _____

We are interested in buying the following described property:

Lot No. _____ Plan No. _____

Address _____

SALESMEN DO NOT WRITE BELOW—FOR APPRAISERS USE ONLY

HOME SPECIFICATIONS

Number of rooms _____ Square footage _____

Bedrooms _____ Bath _____ Dining room _____

Kitchen dining combination _____ Service porch _____

Garage _____ Fireplace _____ Heating _____

Lot size _____ Sewer _____ Sidewalks _____ Street lighting _____

GENERAL CONDITION OF HOME:

Interior

Paint _____ Plaster _____ Floors _____ Drainboard _____

Plumbing fixtures _____ Woodwork _____

Exterior

Paint _____ Plaster _____ Siding _____

Roof _____ Landscaping _____ Drives _____ Walks _____

Sales price requested _____

REMARKS: _____

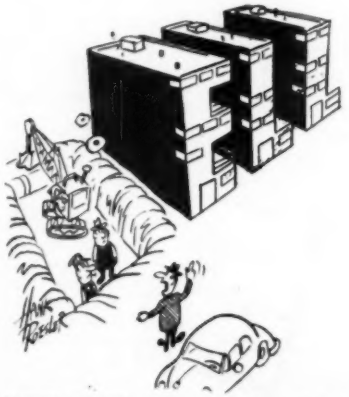
When the prospect has reached the point of selecting a model and lot in the builder's tract, the salesman fills in this form which is then passed along to the builder's appraiser. This is the only special form used in Liberty's trade-sell plan

does not agree, his sales contract on the new Liberty house is cancelled.

When a house is accepted under the trade-sell plan, Liberty lists it with a broker in the area and the broker earns 60 per cent of the full commission (5 per cent) if he sells it. Since Liberty has a brokerage department, they naturally reserve the right to sell the house themselves, and if they do sell it no commission is paid to the cooperating broker. Liberty absorbs the sales commission and also escrow expense on the sale of the old house.

If the builder actually buys the old house, he may remodel it in order to make it more salable. If this is the case, he adds the cost of the remodeling and also the escrow expense and the broker's commission.

Liberty will not accept a house in trade unless the owner's equity is $2,000 or more. If his equity is more than the $3,450 required for down payment on the new house, he must agree to put the whole amount into the purchase price of the new house. If, however, his equity is the minimum $2,000, Liberty will sell the old house, apply the $2,000 and then take back a second mortgage for the balance of $1,450.



"KNOCK OFF, BOYS.- CAN'T GET A PERMIT. THE BUILDING WILL HAVE TOO MUCH OF AN 'H' SHAPE."



"*Thermopane* resulted in savings on both initial cost and operational cost of heating and air conditioning."



Thermopane cuts air-conditioning as well as heating costs

People want economical heating and air conditioning. They also want the *big window areas* they've become accustomed to. Insulation without isolation.

You can give it to them with the help of *Thermopane** insulating glass.

Architect Everett V. Welch of Dallas, Texas, used *Thermopane* in an air-conditioned house in Dallas (shown above). He says:" This resulted in savings on both heating and air conditioning, first from the standpoint of initial cost and second, in operational cost."

And look at the size of those windows! Note, too, the shaded strip due to a sufficient overhang.

Here's what the National Warm Air Heating & Air Conditioning Association says: "Insulation and double glazing are desirable". It goes on to say that this "may allow the use of the next smaller horsepower cooling unit with its corresponding saving in equipment and operating cost".

TO RECAP: *Thermopane* insulating glass reduces heat *loss* in winter, heat *gain* in summer. It is *permanent* insulation, just as the other insulation in the building is permanent. Nothing to put up and take down. No extra maintenance or washing. *Thermopane* is made to order for modern heating and air conditioning. And it is available in virtually any type, style or size of window. *®

MAIL THIS COUPON TODAY: →

L·O·F GLASS

Thermopane
INSULATING GLASS

LOOK FOR THE NAME ON THE SEAL BETWEEN THE PANES

Libbey·Owens·Ford Glass Company
3123 Nicholas Bldg., Toledo 3, Ohio

Please send immediately my free copy of "Glazing the Air-Conditioned Home". Also send complete information on types and sizes of *Thermopane* and the kinds of sash in which it is available.

Name _____
Please Print

Address _____

City _____ Zone _____ State _____

technical guide

for builders and craftsmen



how to roof a terrace with translucent panels

While the translucent structural panels illustrated in this article have many uses and can be applied both on the interior and the exterior of a building, in this case they are considered for use only as a covering for an outdoor terrace.

The translucent panels are applied directly to the wood framing of the roof. These members are left exposed below. The framework of rafters and intermediate braces should be of a size to carry the span and support a possible snow load.

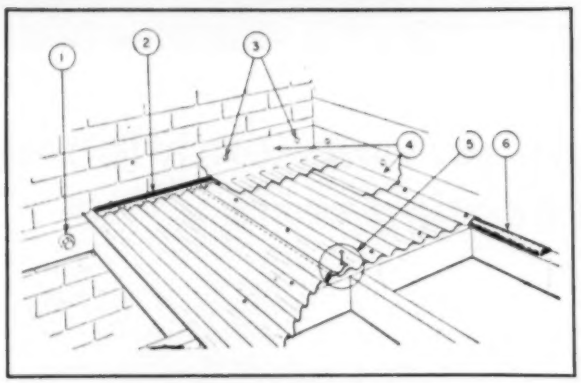
The center-to-center spacing of rafters should be equal to the "coverage" width of the panel sheet so that the sheet lap coincides with the rafter spacing. Intermediate bracing is spaced 48 inches apart or less. Roof should slope at least one inch in twelve inches for drainage.

To apply, begin by laying the sheets at the side away from the usual wind direction, so the open edge is turned away from a driving rain. Roofing sheets will have one edge turned up and one down; the lap should be one and one-half corrugations with underside edge turned up.

Drill the sheet at the nail or screw location to avoid crazing around the puncture. An ordinary twist drill is recommended. Round head or binding head screws, screw nails, or common nails are used, with screw nails recommended. The fasteners can be made self-sealing by fitting them with neoprene washers.

Sheets are fastened along headers and cross bracing at every third corrugation. The side laps of sheets are fastened every 24 inches along each joist and rafter.

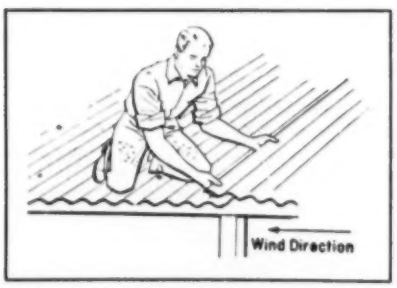
A bead of clear mastic under the edge of each lap prevents an accumulation of dirt in this area and provides for greater weather protection. Aluminum flashings, which are preferred, should be placed along the juncture of the ends and sides of sheets where they come in contact with the walls of the house.



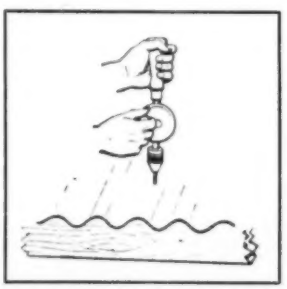
FASTENER AND FLASHING DETAILS

1. A lag screw, Rawl plug, expansion bolt or spike is used to fasten header to house wall, depending upon construction
2. Horizontal corrugated filler strip
3. Masonry nails, Rawl plugs or roofing nails are used for fastening flashing to house wall. Seal the open top edge with caulking compound
4. End wall and sidewall corrugated flashings
5. Sheets lapped 1½ corrugations, fastened with aluminum screwnails
6. "Vertical" type rubber filler strip, placed along the end corrugation

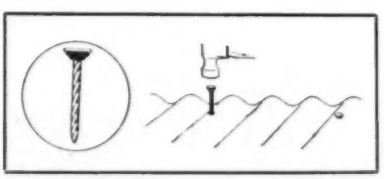
Photographs and data courtesy of Resolite Corporation, Zelienople, Pa.



Lap sheets 1½ corrugations, open edge leeward. Use mastic seal under open edge

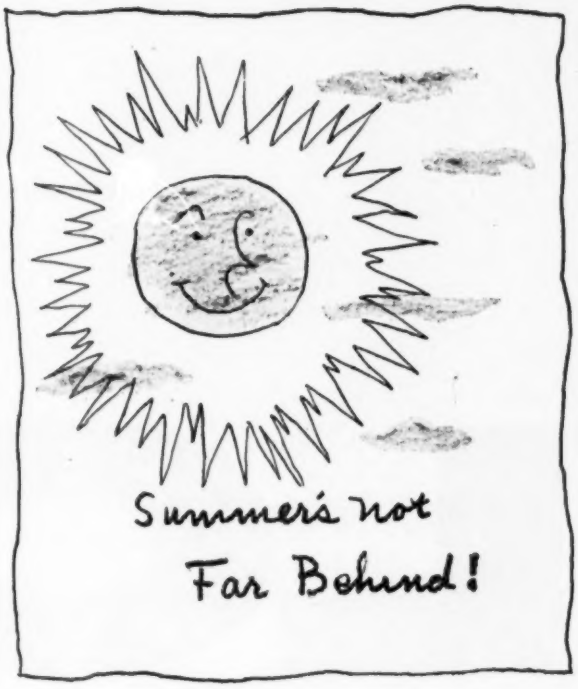


Use a twist drill in brace of either hand or electric unit



Whether nails or screws are used, fit them with neoprene washers to seal holes





Insulation for winter warmth and fuel conservation can be more efficient and also provide coolness and comfort in summer. It can reduce original and operating costs of air-cooling equipment as well as heating plants. A building really shielded from the summer sun's radiation is considerably cooler, not only by day, but also at night. Protected against winter heat loss and Fuel waste, it warms up faster when there is no great mass of insulating material which also requires heating.

Choosing insulation should be a scientific selection based on physical needs, financial considerations...and performance. Readily available tables show the heat ray absorptivities, reflectivities, and emissivities of the different materials; their permanency, permeability to water vapor, and to what extent they foster or retard destructive condensation. Laboratory reports of the thermal factors should be obtained.

Gold, silver and aluminum sheets have the highest ratings as vapor barriers and reflectors of radiant heat. But aluminum may be had at a very low cost in the form of multiple accordion sheets which automatically create reflective air spaces and surfaces when installed.

Multiple accordion aluminum has high reflectivity (97%) and low emissivity (3%) for heat rays; low conduction because of preponderant air spaces of slight density. Its aluminum and fiber layers retard convection.

The aluminum sheets are long, continuous, and impervious to water vapor. Infiltration under flat, stapled flanges is slight. The scientific construction of multiple layers of accordion aluminum, fiber, and air spaces minimizes condensation formation on or within this type of insulation. Its slight mass has little heat storage capacity.

An improved* multiple accordion aluminum, now on the market as Infra Insulation, Types 6-*Si* and 4-*Si* gives the entire area between joists, including the edges, maximum protection against heat loss and condensation formation. Send coupon for free sample.

*U. S. Patent Applied For

COST OF INFRA INSULATION INSTALLED
in new construction between wood joists, material with labor,

Type 6-Si under 9½¢ sq. ft.
Type 4-Si under 7½¢ sq. ft.

INFRA INSULATION INC.
525 Broadway, N.Y.C., Dept. B-12
☐ Please send samples of new Infra
☐ Information
Name_____
Firm_____
Address_____

INFRA INSULATION, INC., 525 Bway, New York, N. Y. WOrth 4-2241


LOO
to Ceco to improve on
trends with tested
metal building products

■ There's one sure way for the "Sold" sign to go up quicker—and that is to offer proved advantages in the homes you build. Prospective home owners want the new but they don't want the "Untried Experiment."

Before Ceco products are offered to the building industry, they must pass rigorous tests in the field . . . must "make good," time after time, under actual living conditions.

For we at Ceco do not aspire to be first just to be first. Instead we prefer to observe developments with studied care . . . to present new products when we can proudly say—"Here is a Ceco tested and improved design . . . the finest of it's kind . . . a product you can use with assurance it will perform as intended."

K

Here are 4 new improved

Ceco Trend-Tested Products . . .



Ceco Intermediate Windows Exactness in design, assuring the just-right window is the "Trend Feature" here. 1¼" steel bars provide strength with economy. Commodity sizes of projected types are available from warehouses.



Ceco Standardized Hollow Metal Doors Pin-Point Precision in matching hardware to doors is the "Trend Feature" here in the broadest line ever offered, with doors and hardware made for each other and supplied by one responsible source.



Ceco Sterling Aluminum Projected Windows Functional simplicity is the "Trend Feature" in this newest Ceco product. Framing members have simple lines that blend with modern motifs . . . hardware is in keeping with functional thinking.



Ceco Sterling 3-in-1 Aluminum Windows Metal Prime window, storm window and screen combine for versatility as a "Trend Feature" of this Ceco creation. Self-storing screens and storm windows take the work out of seasonal changing.

In construction products
CECO ENGINEERING
makes the big difference

CECO STEEL PRODUCTS CORPORATION. Offices, warehouses and fabricating plants in principal cities
General Offices: 5601 W. 26th Street, Chicago 50, Illinois

Coffman's
ORNAMENTAL IRON
CUTS COSTS
SAVES TIME



... and it's tops in preference with the home owner

Porch Post? Rail? Coffman Ornamental Iron looks better than wood or brick . . . costs less . . . and lasts forever. Coffman Ornamental Iron lends itself to any type architecture, has a rapid consumer turnover and makes possible greater profit for both the dealer and contractor. Installation is as simple as ABC.

COMMON SENSE CALLS FOR COFFMAN

. . . at Lumber and Building Supply dealers everywhere. Stock sizes to fit any porch.

FREE: Write for descriptive catalogue on all Coffman Products and complete information on our amazing free air mail blueprint service.

America's Largest Manufacturer of Ornamental Iron

©R. G. Coffman Company, Inc.

The R. G. Coffman Co. Inc.

Dept. AB-12, ORLANDO, FLORIDA

how would you do it?

ideas for the man on the job

make your own bit gauge

When it is necessary to bore holes of a certain depth in wood, a bit gauge is not always at hand. To remedy the situation, measure the depth desired and file a small mark on the outer edge of the bit flutes. If a file is not available, use a chalk or pencil mark. Chalk or pencil



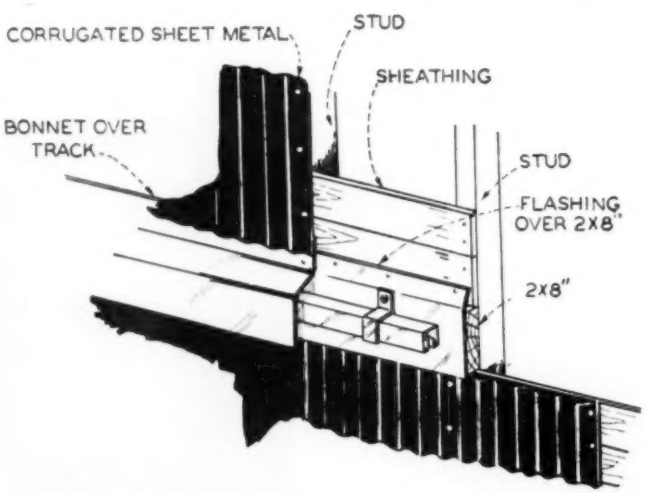
marks are not recommended, however, especially where a series of the same depth are to be bored.—G. A. Heffelfinger, Lehighton, Pa.

fasten tools for safety



Fasten a piece of old innertube to the top of your step ladder as shown. The fastened piece of inner tube secures tools being used on the job. The danger of falling tools is reduced and both hands are free to move the ladder when necessary without having to pick up the tools each time the ladder is moved.—A. Springman, Montoursville, Pa.

metal covering for barn door track



Nail 2x8 over sheathing. Cover 2x8 with metal as shown. Hang track over metal. Then attach metal bonnet over track. Lap finish siding over bonnet for watertight construction. In this case, corrugated sheet metal is used as siding. Naturally, any adequate siding might be used. —F. W. Gruber, Lindsay, Texas.

NOW! NEW 1954 CHEVROLET TRUCKS



Completely new—the most powerful, finest performing, best-looking Advance-Design trucks ever built!

Here's America's greatest truck builder's latest and greatest truck! Here's the brand-new line of Chevrolet Advance-Design trucks for 1954!

You'll find they're packed with great new features . . . loaded with big new advantages that mean faster, more efficient service and lower operating costs on *your* job.

NEW POWER AND ECONOMY

You get new high-compression power and greater operating economy with *three* advanced valve-in-head engines. Bigger, brawnier "Thriftmaster 235" engine. Rugged, durable "Loadmaster 235" engine. Mighty, all-new "Jobmaster 261" engine*—most powerful in Chevrolet truck history.

Most trustworthy trucks on any job!

CHEVROLET

ADVANCE-DESIGN TRUCKS

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Heavier axle shafts on 2-ton models. Bigger, more durable clutches on light- and heavy-duty models. Stronger, more rigid frames on *all* models. New pickup and stake bodies are built to stand the roughest going and to keep coming back for more—and they give you greater load space for '54!

NEW COMFORT AND CONVENIENCE

New Comfortmaster cab provides increased visibility with new one-piece curved windshield. New Ride Control Seat* brings you extra driver comfort. New truck Hydra-Matic transmission* offers the last word in no-shift driving ease. Available not only on ½- and ¾-ton Chevrolet trucks, but on 1-ton models, too!

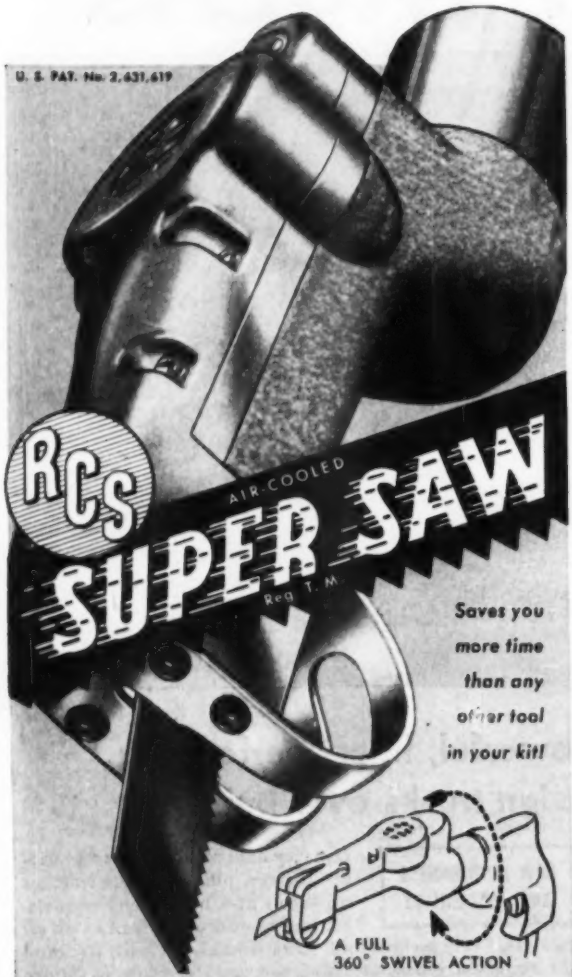
Plan to see the completely new '54 Chevrolet trucks, and get the whole money-saving story at your Chevrolet dealer's now. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost. Ride Control Seat is standard on C.O.E. models, available on all other cab models as extra equipment. Rear corner windows in standard cab, optional at extra cost.*

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A "lifetime" tool with built-in blower, ball and roller bearings, sealed lubrication, etc. Safe—(two-handed operation required). 360° swivel action for maximum versatility. Blades to cut everything including stainless steel. Fits your present ¼" heavy-duty drill.

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Gentlemen:
Please send us Bulletin L-12 and the name of the nearest Super-Saw distributor.

Name_____

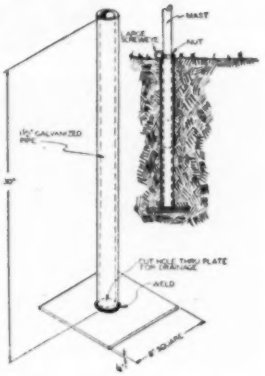
Address_____

City_____ Zone_____ State_____

how would you do it?

ideas for the man on the job

for a clothespole base

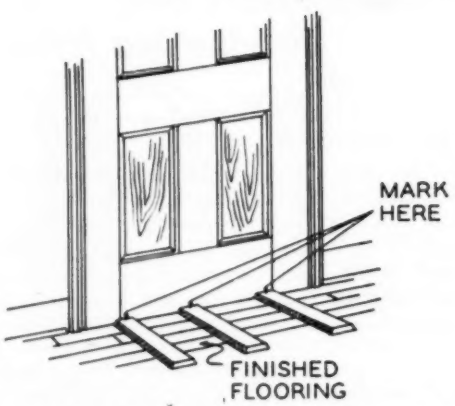


Take a 30-inch length of 1½-inch galvanized pipe and weld to a ¼-inch thick 8-inch square metal base. Sink this unit into the earth. Place the top of the pipe level with the grade line so that it will not interfere with the mowing of grass. The base plate should contain a hole in its center to allow for drainage. The result is a very convenient clothespole base, especially if the umbrella-type of washline is desired—H. W. Greiner, Landisville, Pa.

for clean-cut veneer or plywood

Use a sharp knife. Make a surface cut along the proposed line to be sawed. This will prevent the work from splintering as you saw it.—L. G. Frey, Mesa, Ariz.

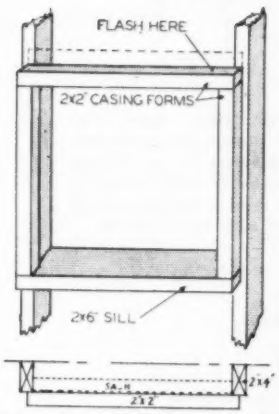
to fit a threshold to a door—



First fit the sides and top of the door. Then hang the door. Take the piece of threshold to be fitted and place it on the finished flooring at right angles to the face of the door.

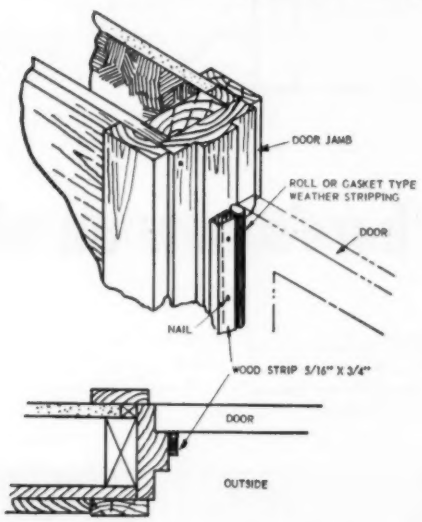
Mark the door three times: once at each end of the door and once in the center. Remove the door. Join the three marks as a straight line. Cut door along this line. If floor line is not level, the door will fit nevertheless. —C. E. Chubb, San Fernando, Calif.

to install frames for barn sash—



Use 2x2-inch stock for casings and header. Sill is made of 2x6-inch lumber. Since the usual spacing of studs for barns is 24 inches o.c. cut both sill and header at two feet. Sill is then cut to fit between studs allowing for ¾-inch lugs on each end on which 2x2 casings will rest. Nail casings and header to 2x4's with 16d nails. Half of the width of the casings rests on the stud. The remaining half of each casing projects to form a stop for window sash. Bevel the 2x2-inch header at the top for better drainage. Cover it with flashing and carry it up on the studs for a few inches. The remaining half of the stud not covered by the casings is used to nail on siding.—E. J. Gerritsma, Sioux Center, Iowa.

how to apply weatherstripping



Roll or gasket-type weatherstripping looks better and will be more effective if you fasten it to jambs with a wooden strip $\frac{5}{16}$x$\frac{3}{4}$ inches in size. The wooden strip should have a ½-inch-deep kerf in the center to fit the nailing flange of the weatherstrip. Place nails so that both wooden strip and flange of the weatherstripping are secured at the same time.—R. A. Jarvis, Swanton, Vt.

***CASH FOR JOB SHORTCUTS**—American Builder will pay five dollars ($5) in cash for each shortcut or job pointer accepted for publication. Send all material to the Architectural Editor, American Builder, 79 W. Monroe St., Chicago 3, Ill.*

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Korner King and Super Speed BITS

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DRILL HOLES UP TO 2 9/16" DIAMETER
THRU HARDEST WOOD WITH ANY HEAVY DUTY 1/4" DRILL

Actual size of holes drilled by the 10 Super Speed Bits with 1/4" drill.

operates safely with exclusive RCS Torque Release

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South elevation before remodeling. Part of home was built 100 years ago. Roof levels indicate later additions

Before remodeling, floor plan shows few closets, poor circulation. It was necessary to go through two bedrooms to reach stairway to second floor. Front bedroom is isolated from rest of house





Living room wing was opened to the south with a picture window. Addition to the living room is sheathed with ⅜-inch structural plywood



here's how an old

Major step in remodeling, extended living room wall so it runs flush with bedroom wing, raised roof to create better proportion with rest of building



Old shingles were removed and structural plywood laid down over old roof deck as a solid base for new shingles



Shingle wedges were placed at nailing joints as solid base for wide-lapped ⅜-inch plywood siding that carries out the horizontal effect of the new design



SECOND FLOOR PLAN

See detail, section "A A," p. 172



FIRST FLOOR PLAN



Simplification of roof and elevation lines places emphasis on horizontal lines, unifies house, makes it hug the ground

Central hallway forms central core of remodeled home, gives easy access to major rooms. Stairway is reversed to allow better entry to second floor. Access to bathroom is independent of living areas

farmhouse got a PLYWOOD FACELIFTING

OLD HOUSES need not die. Intelligent planning and modern building materials can make an old house with sound structural parts into a comfortable, convenient and efficient place in which to live. This was the experience of Mr. and Mrs. Max Deem when they remodeled their old farmhouse located near Tuscola, Illinois.

The remodeling of the Deem place was developed as a demonstration project with the combined efforts of the owners, state and county farm extension leaders and with the extensive use of plywood.

Before work began, the home in which the Deems were living was a typical old-fashioned farmhouse. It had few of the advantages of today's modern farm home design. Previous owners had added to the original structure twice. And although the additions served a purpose at the time, the final result was an inefficient floor plan. In appearance, the parts of the house were out of harmony with the whole.

Although the home needed repairs, its structural parts were solid. The Deems were able, with the advice of Douglas county farm and home advisers and extension experts from the College of Agriculture of the University of Illinois, to add here and build there in such a way that the old home, while its structural members are the same, is scarcely recognizable.

Here is what they did. It was seen that very few wall changes would be necessary. Working from the top down and the inside out, the Deems laid a plywood deck over the old roof. They extended the second story above the old front room. By cantilevering the floor beyond the bedroom wing, they wound up with more room for the landing of the altered stairway. The second floor became a spacious recreation room, kitchenette and bedroom.

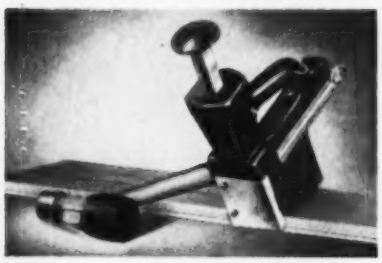
The bedrooms were large enough to accommodate new closets. The Deems also gained new linen, bathroom and work-clothes closets—something that most farmhouses never have enough of.

An awkward outside pocket was filled in to gain a bathroom. This got rid of a couple of outside corners at the same time. The bathroom's location makes it accessible—by way of the hall—from every room in the house except the dining room. Its position, near the kitchen plumbing, is economical too.

Wide-lapped plywood siding, the

(*Continued on page* 172)

NEW POWERNAIL SPEEDS PRODUCTION



Use This Machine to:



- Nail T&G Flooring
- Draw Strips Tight
- Drive all nails 45°
- Expand Production
- Nail & Set One Blow

Hardwood flooring can now be laid better, in a fraction of the time formerly required! The NEW POWERNAIL Model 145 cuts nailing time up to 60%. No more wasted nails or tedious hand setting. The POWERNAIL magazine holds 100 flooring cleats.

POWERNAIL eliminates split tongues, cupping, warping and reduces surface marring and erratic nailing. Can't rust, clog or jam. Built for long dependable service.

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with Standard Cement

***plus* SOLVAY CALCIUM CHLORIDE**

- Provides Additional Cold Weather Protection!
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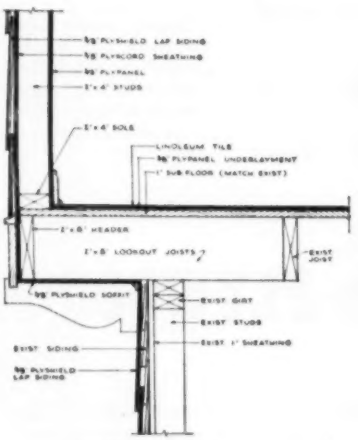
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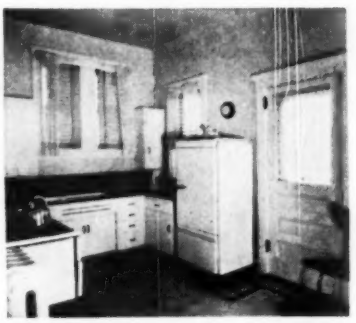
old farmhouse gets PLYWOOD



Remodeled kitchen eliminates unnecessary doors, makes work areas more compact, is a colorful, pleasant place for working



SECTION "A-A"

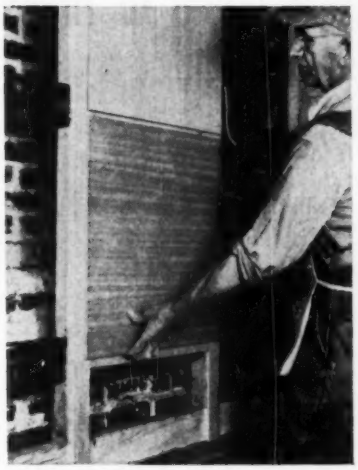


Kitchen, before remodeling, lacked adequate storage space. Wall space was interrupted by many doors



Wide-lapped plywood siding was applied directly to old section of house over drop siding; new dormers add light and ventilation

FACELIFTING

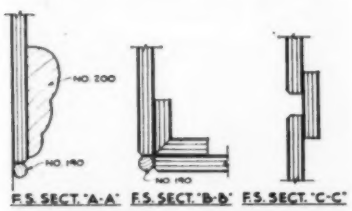


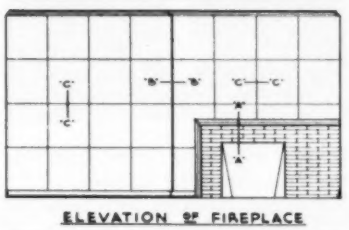
Hardwood plywood parquet squares were applied to 2x4 framework. Open areas were backed with strips of same material

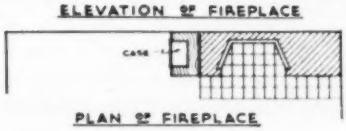
(*Continued from page* 171)

overhang of the second floor over the bedroom wing, the new addition to the living room with its new gable roof—all accentuate horizontal lines and give the exterior parts of the house a sense of unity. The renovated interior gives its owners a feeling that they have a new home.

The Deem house is typical of the many farm homes and the many urban dwellings throughout the nation that are structurally sound, but are in need of remodeling to bring them up to modern living standards.







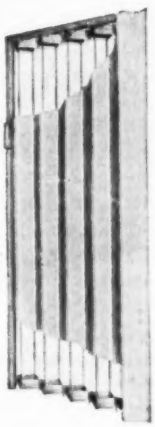






"customers go for the space-saving features of MODERNFOLD"

...builders Maurice Fishman and Fred Kromer



Precision Housing Corporation's popular Ridgewood Park Subdivision, Parma Heights, Ohio, has been cited by NAHB, Life Magazine, Architectural Forum, and Revere Quality House Institute for the ingenuity, originality, soundness of design and construction of its homes. Buyers, too, have been quick to appreciate the outstanding features of these homes —125 of them include the use of "Modernfold" doors rather than conventional swinging doors on all interior openings. Note here how "Modernfold" doors give buyers more usable floor and wall space in every room.

"Modernfold" doors save installation time, too. They can be installed in 15 minutes or less—complete. No planing, fitting, no extra trim or additional hardware is needed. You save labor, save materials —and add sales appeal to your homes when you install "Modernfold" doors.

For full details see our installing distributor—listed under "doors" in your city classified directory. Or clip coupon.

The door with the double-strength frame

Double box-like hinges both top *and* bottom keep door perfectly centered between jambs, prevent warping and twisting, insure dependable, *even* opening and closing—always.

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In Canada:
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the doors that fold like an accordion
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City.....*County*.....*State*.....



AIR-VUE *aluminum* AWNING WINDOWS

HOME BUYERS want it!

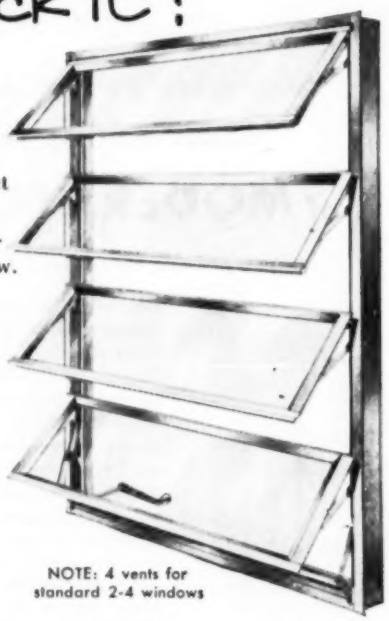


HOUSE BUILDERS need it!



that's why **DEALERS** stock it!

Here is a window that combines every major awning window improvement made during the past five years, developed to meet the growing demand of home builders for a high-quality, high-performance awning-type window.



NOTE: 4 vents for standard 2-4 windows

COMPLETELY WEATHERSTRIPPED

FEATURES

- **HEAVY GAUGE EXTRUDED ALUMINUM CONSTRUCTION**
  Frame section 63S-T5 with depth 2⅛". This gives Air-Vue tremendous rigidity and strength.
- **QUICK, EASY INSTALLATION**
  Simply tighten 4 screws in ready-made frame buck holes for quick installation.
- **DESIGNED FOR INTERCHANGEABLE SCREEN AND STORM SASH**
- **SHIPPED COMPLETE**
  Built-in operator may be quickly removed. No extra parts—no adjustments necessary. Saves labor costs.
- **CONCEALED HARDWARE**
  Housing keeps grit and dirt out, yet parts are readily accessible for proper maintenance.
- **EASY TO GLAZE**
  All vent glass is 11" in height through all standard sizes. There are three widths that cover all 12 stock sizes.
- **NO LUBRICATING**
  Sash operating mechanism rides on self-lubricating nylon plastic bearings.

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Write, wire or phone Dept. AB-12, R.B. Leonard, Inc., for full details

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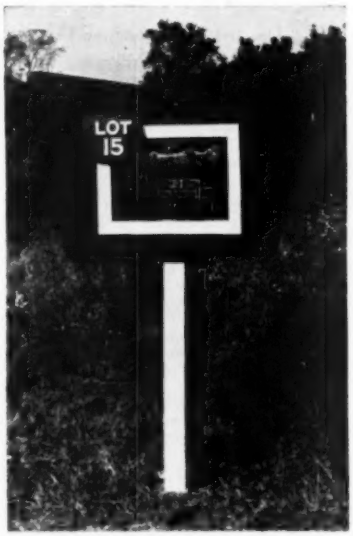
5775 N.W. 35th COURT • MIAMI, FLORIDA

novel signs draws prospects to tract



The two signs shown above were created out of necessity by the builders John S. Clark & Sons, Chicago, Illinois. They found themselves in the enviable position of having sold all of their houses, including the model, prior to the opening date of the Chicagoland Home and Home Furnishings Festival.

They needed something to draw and hold the attention of the large crowds throughout the Festival, Chicago's NHW program. The shadow-box type of sign that was placed in



front of each lot at the roadside was the answer to their problem.

The sign is approximately 48x36 inches and is mounted on 4x4-inch posts with wood screws and washers.

The backing of ¼-inch Masonite Pegboard was cut to the distinctive

PRACTICAL & BEAUTIFUL

BECO

TUB ENCLOSURES
AND SHOWER DOORS



ONLY BECO OFFERS INEXPENSIVE LUXURY

Fiberglas enclosed in a full extruded aluminum frame fits snugly in an aluminum jamb.

The aluminum is buff polished and anodized to avert water spots.

Five pastel colors: White, Rose, Blue, Green, Yellow.

Installed in a matter of minutes packaged complete for self-installation.

Doors interchangeable have full aluminum piano hinge.

Standard enclosures for 5' recessed tub. Standard doors for 24" opening. Custom sizes available.

DISTRIBUTED NATIONALLY BY

CRANE CO.

AND OTHER LEADING DISTRIBUTORS



FOR INFORMATION CONTACT YOUR DISTRIBUTOR OR

BECO CORPORATION

3035-37 Canton Street DALLAS 1, TEXAS

shape since adopted by these builders as their symbol. The backing is painted dark green.

The shadow-box picture frame set in the center of the Pegboard was made on the job out of pine boards cut to a bevel on a bench saw. The frame was rabbeted on the back side to receive one thickness of double-strength glass and one thickness of photographic paper. The frame with the picture and glass was then mounted on the Pegboard backing from the rear with wood screws.

A ¼x2½-inch sponge rubber gasket was inserted between the frame and backing and drawn up tight with the screws to prevent water seepage. A portion of the sponge rubber was allowed to extend inward to exert pressure against the back side of the glass, preventing water seepage between it and the frame.

A negative type of line drawing was used because it made a more effective presentation. The cost of the entire assembly approximated $15.

vinyl tile flooring color chart

A vinyl plastic asbestos floor tile color classification chart, designed to clarify the color lines that are available from each of eleven manufacturers of this product, as well as the designation of each color, has recently been issued.

The chart is also a guide to show the commercial equivalents of the different manufacturers' color lines which give the same general color tone or effect. The listing was developed by the Market Research Committee of the Asphalt Tile Institute for the convenience of builders, architects, flooring contractors and others who specify vinyl plastic asbestos tile.

It lists 16 colors, representing the vinyl tile flooring made by the following firms: Armstrong, Congoleum-Nairn, B. F. Goodrich, Hachmeister, Johns-Manville, Kentile, Mastic, Moultile, Sloane-Delaware, Tile-Tex and Uvalde. Single copies of the chart may be obtained without charge from Asphalt Tile Institute, Dept. AB, 101 Park Ave., New York 17, N. Y.

How To.... BY MASTER

Three new "How To" ideas, short cuts to speedy, efficient woodworking and carpentry. For literature on the complete Master line of fine rules, write to:
Master Rule Co., Mulberry St., Middletown, N. Y.

TO FIND STUD IN PLASTERED WALL



Use small pocket compass. Move it along wall. Needle, attracted by nails will swing to stud. When you have located two studs you can measure off the rest with your Master Rule. W. E. Jenkins, 12 W. Lee St., Hagerstown, Md. wins a 8' Guardsman rule for this helpful hint.



NOVEL MARBLE TOP TABLE

Using marble slab as pattern cut duplicate shape from wood 7/8" thick. Put 1" aluminum edging around wood top leaving 1/8" protruding at top. Use conventional plan for legs. Dr. Robert Tyson, 448 Riverside Dr., New York City, gets a 6 ft. Guardsman rule for this "How to."



HELPFUL TOOLS FOR CLOSE QUARTER NAILING.

Cut two 14" lengths of 5/16" steel rod. Grind one to a blunt point, and in the other drill a 3/16" hole. Use tool #2 to drive finish nails. Use tool #1 as a nail set. William H. Jackson of 1176 E. Lansdale St., El Monte, Calif., gets an 8 ft. Interlox rule for this suggestion.

"AUTO-TIP" Swivel hinge built into tip allows it to swing down and out of the way for a butt measurement. For conventional measurements, hook the tip over the edge of the object to be measured and it assumes the proper angle.

THE NEW TUFBOY has "AUTO-TIP" and POSITIVE "WEDGELOCK."

WEDGELOCK A positive action, military type, push button lever lock. Just pull the tape out to required length and push the button lock down, to hold the blade extended. Ask about the New Tufboy at your dealers TODAY! You'll find it's Masters' finest achievement. Available in 6 ft. $1.85, 8 ft. $2.10 or 10 ft. $2.35.



"AUTO-TIP" "WEDGE LOCK"

TIME AND WORK SAVERS: Each month we will print the best in home workshop short cuts. Why not make a card index of them for handy reference?

WIN A MASTER RULE! If you have a short cut which you feel is worthwhile, send it to us. If we use it in one of our "How To" series, you get a bonus, your choice of any wood rule or steel tape in the Master line. All entries become the property of the Master Rule Co., and will not be returned.

MASTER RULE CO., Mulberry Street, Middletown, N. Y.
Please send literature ☐. I am enclosing a "HOW TO" item ☐. If you use it, please send me a..... rule.

NAME .....

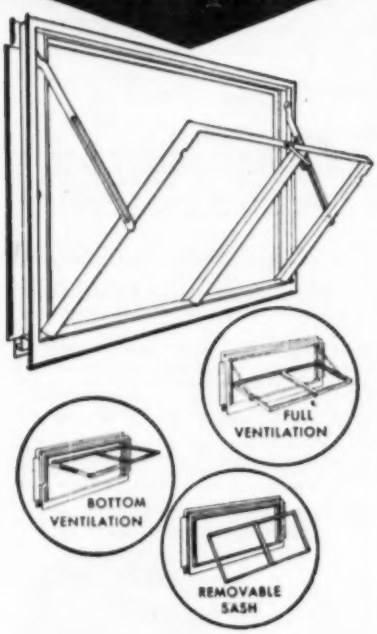
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WOOD AND STEEL TAPE RULES

VENTO

"CHAMPION"

THE BONDERIZED
BASEMENT WINDOW
OF EXTRA VALUE



14-gauge electrically welded frame, fins welded to jamb for quick installation and double contact with leak-proof watershed sill. A plus value incorporates a redesigned latch which assures positive operation under all conditions.

Also ask about the extra value in:

VENTO "THRIFTY" BASEMENT WINDOWS
VENTO FORMED STEEL LINTELS (FOR BLOCK AND BRICK CONSTRUCTION)
Vento "Champion" Barred Basement Windows
Vento "Champion" Utility and Barn Windows
Vento Thrifty Utility and Special Type Windows

Write us for full information

Some desirable territories are open for representatives and distributors. Write for particulars.

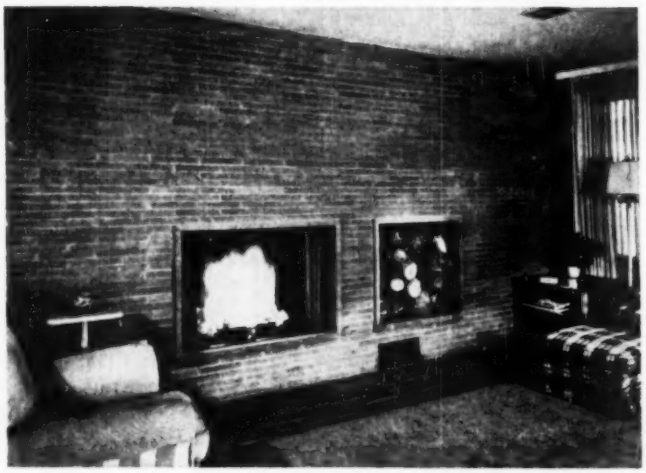
VENTO STEEL PRODUCTS CO., Inc.

247 Colorado Ave., Buffalo 13, N. Y.

raise the hearth for a more







friendly fireplace



These three examples show what can be done with the raised hearth idea in creating living room fireplaces which are out of the ordinary. Raising the hearth brings the fireplace up to a more intimate level, and can be done by building up solidly from the floor, either flush with the wall or extended into the room.

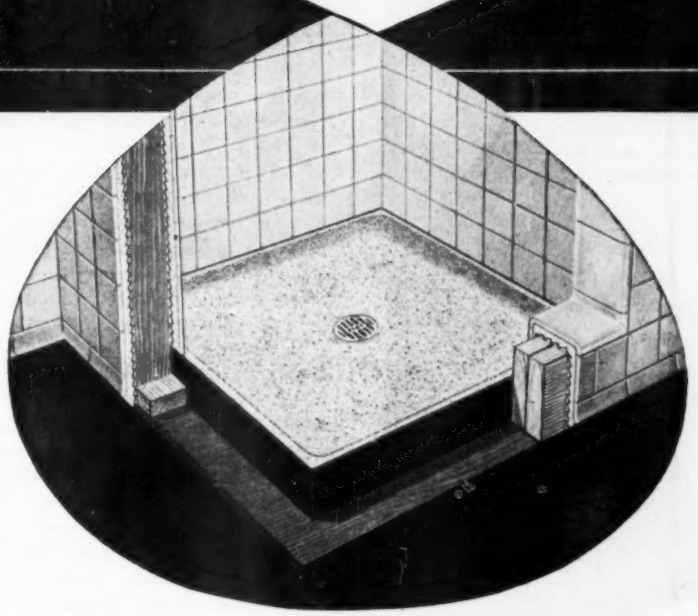
The accent in example (1) is on dramatic decoration. This is achieved through the use of the tiles and the hood. A metal hood will increase the effectiveness of the fireplace by radiating heat when it is warmed up.

The inlaid wood squares of the fireplace's facing in example (2) contrast pleasantly with the long, slender forms of the stone used for the hearth. They also set the key for the room's light-toned furnishings.

In example (3) the whole fireplace wall becomes, in effect, the facing of the fireplace, thus dominating the room as an architectural feature. Inclusion of the wood storage bin saves this design from monotony (although bin and fireplace could have shared a long single opening, with the wood screened behind the brass fire curtain). Inlet at floor takes off the cold air which settles at this level.

Now BUILD BETTER SHOWERS FOR LESS with FIAT PreCast Receptors!

The ideal floor when shower walls are made of plaster, marble or tile of any kind—metal, plastic, ceramic!



Cut cost, save time—and eliminate one sub-contract by using FIAT PreCast Receptors. When you plan showers with plastic or metal tile walls you save labor—speed completion—by specifying a *plumber-installed* FIAT receptor. You will get a better shower floor . . . attractive . . . one-piece . . . permanently leakproof. There's no lead pan, no multi-layer construction—nothing that can be affected by building settlement. It's the modern, money-saving way to better shower construction.

SEND FOR FREE FIAT MANUAL—

COMPARES methods of shower floor construction
ILLUSTRATES receptor applications with various walls
PROVES many PreCast Receptor advantages



FIAT METAL MANUFACTURING COMPANY
9301 W. Belmont Ave. • Franklin Park, Illinois — Dept. F

Please send me your new manual on shower floor construction as soon as it's off the press.

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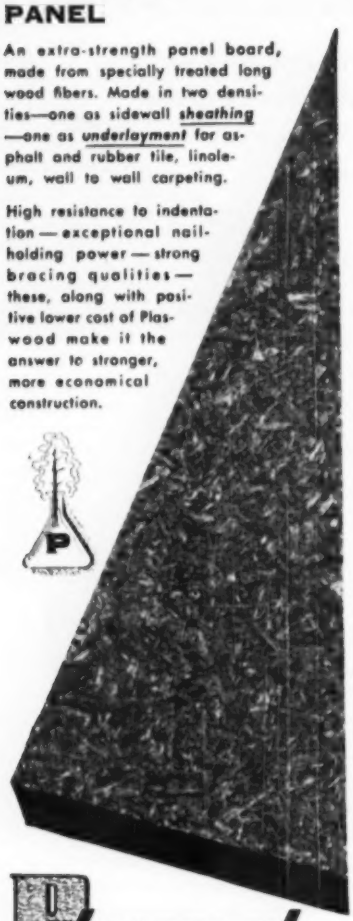
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New

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An extra-strength panel board, made from specially treated long wood fibers. Made in two densities—one as sidewall *sheathing* —one as *underlayment* for asphalt and rubber tile, linoleum, wall to wall carpeting.

High resistance to indentation — exceptional nail-holding power — strong bracing qualities — these, along with positive lower cost of Plaswood make it the answer to stronger, more economical construction.



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your redevelopment program can be a profit-sharing deal

By John F. McCarthy
Attorney at Law



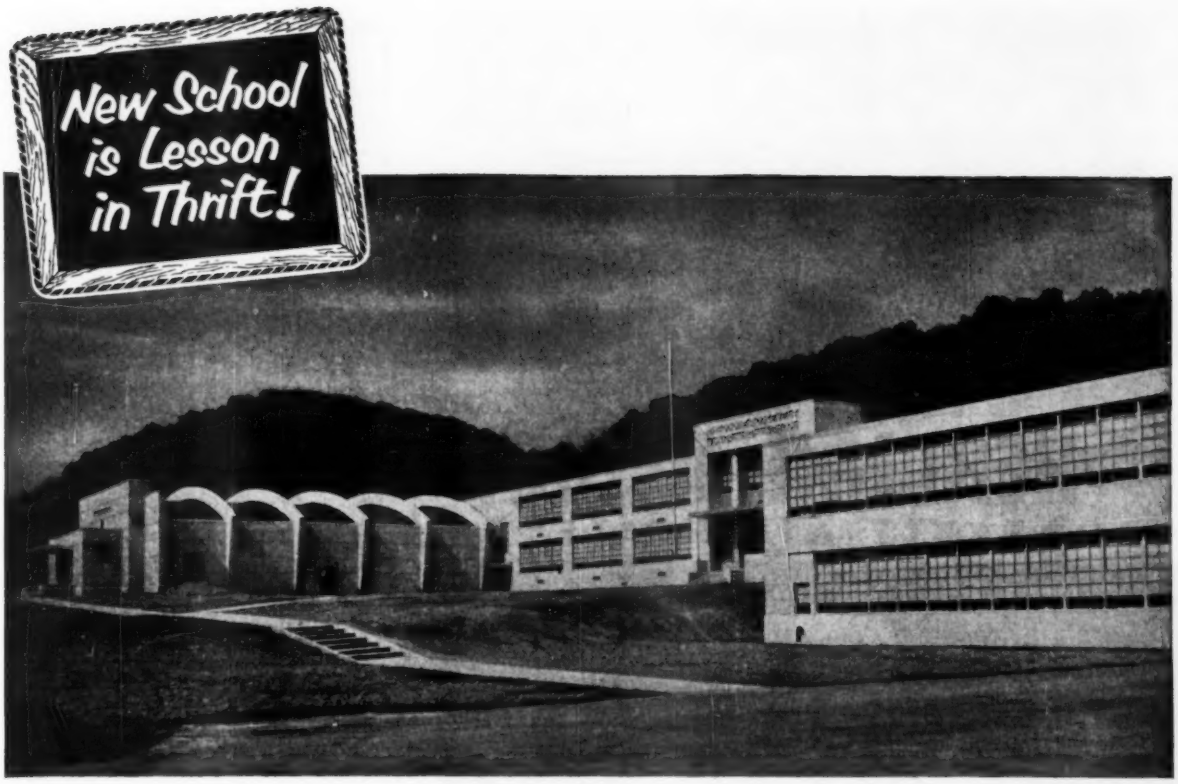
THIS ARTICLE is written at the conclusion of the Fall meetings of the Board of Directors of The National Association of Home Builders held in New Orleans. One of the problems considered at length during those meetings was the rehabilitation of our decaying and slum neighborhoods. It was pointed out that builders must interest themselves in that problem because morally they have an obligation to make all housing in their community as fit for habitation as possible and selfishly they thereby open to themselves a vast and largely untouched field of work and profit.

In a recent article (see *American Builder*, August, 1953, issue) we wrote about new legislation in Illinois under which a community may set up a Conservation Board with broad powers to rehabilitate neighborhoods which are declining but which have not yet retrogressed into slums. Illinois has another statute providing a further device with which to attack this problem. This is the Neighborhood Redevelopment Corporation. As far as the writer is aware, most states do not have a similar law.

Under the statute (Ill. Rev. Stat., Ch. 32, Secs. 550.1 et seq.) a neighborhood redevelopment corporation is one organized for business purposes and for profit. In this it is similar to any other company. It may operate either in slum areas or in neighborhoods which are declining but which are not yet slums, with the further condition that in the City of Chicago the area of operation must be not less than two city blocks or not more than one hundred and sixty acres, and that elsewhere the area must be not less than one block or not more than forty acres. The law requires the corporation to adopt a redevelopment plan for the geographic area in which it will act and confers on the company broad powers to effectuate that plan. Thus, among other things, the corporation may replat streets and alleys, acquire and dispose of property, rehabilitate and demolish buildings and construct, rent and sell new structures. The act gives the company the right to acquire property by condemnation after the owners of sixty per cent of the area affected have consented to the corporation's redevelopment plan. Of course, the company must find its own financing through sales of its stock and by borrowings secured by mortgages on its properties.

Neighborhood redevelopment corporations are subject to regulation by a commission provided for by the statute and designated as The Neighborhood Redevelopment Commission. The corporation's plans and its use of the power of condemnation must be submitted to and be approved by the Commission after public notice and public hearing.

The authorities of the City of Chicago have just appointed a Neighborhood Redevelopment Commission. Several corporations are in the process of formation to operate under the statute just described. Their sponsors expect to operate at a profit. Of course, only experience will show whether this device is effective as a tool in combatting slums and declining neighborhoods. Nevertheless the statute gives powers to private enterprise hitherto enjoyed only by the government and public housing. It therefore is hoped that the builders of Illinois will consider this act seriously in their attack on the slums and declining neighborhoods of their communities.



Contractor: Lundy Construction Company, Williamsport, Pa. Engineers: A. W. Lookup Company, Philadelphia, Pa. Architect: D. H. Grootenboer, Williamsport, Pa.

Economical Architectural Concrete made with Duraplastic*

Rates an "A" in Appearance

THE NEW Theodore Roosevelt Junior High School in Williamsport, Pa., scores high in appearance as well as economics — construction costs are held down because architectural concrete serves as both structural *and* facing material. And lowest possible maintenance and insurance costs can be figured with durable, fire-safe concrete construction. For better concrete quality, Atlas Duraplastic air-entraining portland cement was used throughout.

Duraplastic aids proper placement with improved surface appearance because of its more workable, more plastic mix. It requires less mixing water for a given slump. And with Duraplastic, there's another big advantage—

The air-entraining feature, originated and developed by Universal Atlas, minimizes bleeding or water gain and segregation. Thus the finished concrete is fortified against the effects of freezing-thawing weather.

YET DURAPLASTIC COSTS NO MORE. These advantages are yours simply by *specifying* Atlas Duraplastic. It sells at the same price as regular cement and requires no unusual changes in procedure. Complies with ASTM and Federal Specifications. For more information, write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), 100 Park Ave., New York 17, N. Y.

OFFICES: *Albany, Birmingham, Boston, Chicago, Dayton, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, Waco.*

**"Duraplastic" is the registered trade mark of the air-entraining portland cement manufactured by Universal Atlas Cement Company.*

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DURAPLASTIC

AIR-ENTRAINING PORTLAND CEMENT

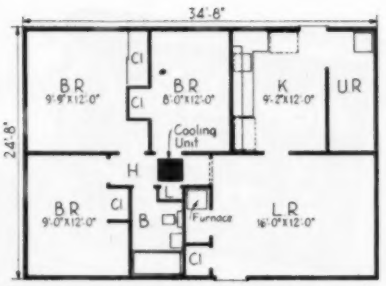
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AB-D-150

Makes Better Concrete at No Extra Cost



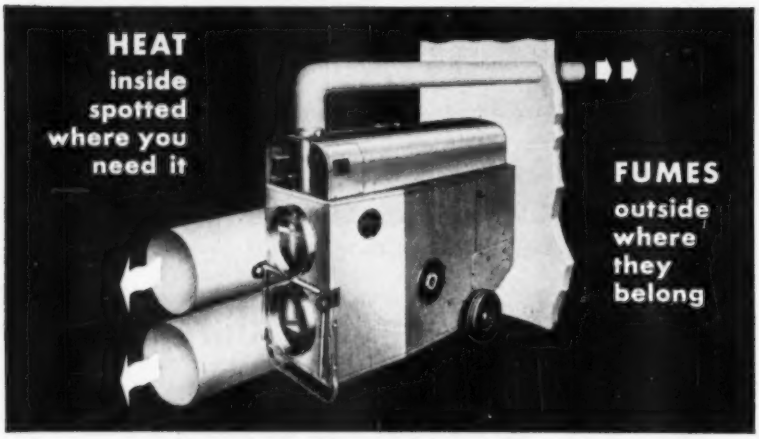
Three hundred dealers in 37 states built exact copies of this model, opened them simultaneously to the public



Plan shows location of supply registers for 1½-ton air conditioner

SAFE **HERMAN NELSON**

PORTABLE AIR HEATERS



Cold weather work slowdowns needn't bother you this winter. Put Herman Nelson Portable Air Heaters on the job—at construction sites, in warehouses, loading areas, anywhere you want temporary or emergency heat. Direct clean heated air wherever you need it through flexible canvas ducts. With Herman Nelson there's no fire danger, no carbon monoxide, no fumes, smoke or soot. All combustion products are safely vented outside. What's more, you have the added protection of lower surface temperatures and automatic safety controls. Herman Nelson has the only complete line of completely safe Portable Air Heaters. Models available from 125,000 to 450,000 BTU. Oil or gasoline fired, electric or gasoline powered.

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PORTABLE AIR HEATERS
Another Product of American Air Filter Company, Inc.
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NAME _____

COMPANY _____

TYPE OF BUSINESS _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

25,000 in '54:

SETTING a year's production record of 12,738 houses at the end of its fiscal period last June 30 is not enough for the National Homes Corporation. It plans to double its production and sales during 1954, to 25,000 units. To help gain that unprecedented goal, it has:

1. Enlarged plant capacity to 450,000 square feet at main plant in Lafayette, Indiana, and branch at Horseheads, New York.

2. Added to growing list of automatic and semi-automatic "Rube Goldberg-like" machines which cut time and shave labor costs.

3. Engaged a prominent Washington, D. C., architect, Charles M. Goodman, to restyle the 1954 houses and start planning the 1955 line.

4. Added a new line of low-cost homes called "Pacemakers" to their custom line, also a new design named the "Ranger," planned especially for the South and Southwest.

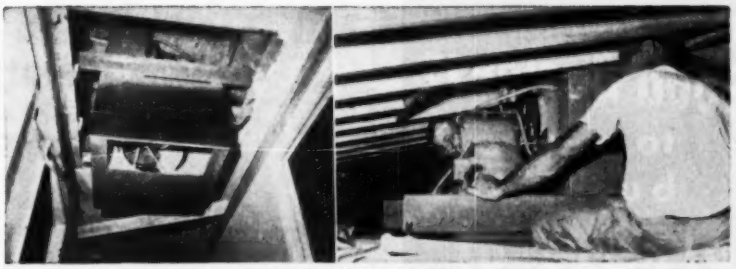
5. Worked with Muncie Gear Works, Inc., to perfect an air-cooled year-round system of air conditioning which can be installed for $500 in homes up to 36 feet long, for $600 in longer and larger units.

6. Made over 30 models in the 1954 lines available with the air cooling and a Bendix Duomatic washer-dryer, with prices as low as $7,250 for a two-bedroom home, $8,200 for a three-bedrom dwelling and $10,700 for a 42-foot-long house with four bedrooms and one- and one-half baths. The prices, based on Lafayette conditions, are complete, except for the lot. Financing charges are included.

7. Introduced the '54 line with a big merchandising drive. On October 3, over 300 dealers in 37 states opened the three-bedroom Delray



James R. Price, president, and George E. Price, executive vice president, who have guided National's growth from 5,000 to 450,000 square feet of space

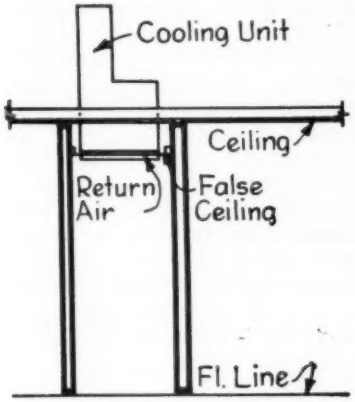


Narvair air conditioning unit installed between ceiling and roof over hall. Portion below ceiling level is covered by false ceiling. Area between two ceilings serves as plenum carrying cooled air to registers

prefabricator aims at new high sales level

model of the Pacemaker line. Every model was finished with the same materials and colors, was furnished and decorated exactly the same right down to the little rag doll in the children's room. At the same time, color advertising featuring this "showcase" house appeared in most leading trade and consumer magazines.

Looking to the future, company president James R. Price said, "We're getting ready for a competitive market by modernizing our



SECTION THRU HALL

plant so that the builder can get our product at the lowest possible cost. We feel we have lowered material handling costs.

"We have had saws made for our own special needs, to do many jobs. We dreamed up, designed and built our spray paint plant. There was nothing in industry we could copy. We had to make our own. We have a lot of automatic nailing machines in our assembly plant.

"We now produce a house every 20 minutes in the assembly line."

It takes a FULL team

...whether it's mushing



...or digging equipment



1. This is for big jobs



2. This is for medium jobs



3. Sherman for all other jobs

On many excavating jobs the use of big equipment is costly and time-consuming. The Sherman Power Digger is designed so that you get all the advantages of power digging on these jobs. Thousands of users have proved that the Sherman Power Digger reduces costs. Write today for descriptive literature T48

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Patent No. 2,303,825
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PRODUCTS, INC.
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It's
Good Business
to give your buildings
PLENTY of ELECTRICAL OUTLETS!

PLUGMOLD 2000

has PROVED itself a FAR BETTER Wiring Method for multiple outlets


FACTORIES


STORES


HOMES

There's no question about it—Plugmold makes a good building BETTER—home, factory, school, store or any other building! Everybody wants MORE outlets, right at hand, for the numerous appliances and devices that are a necessity in today's living and working.

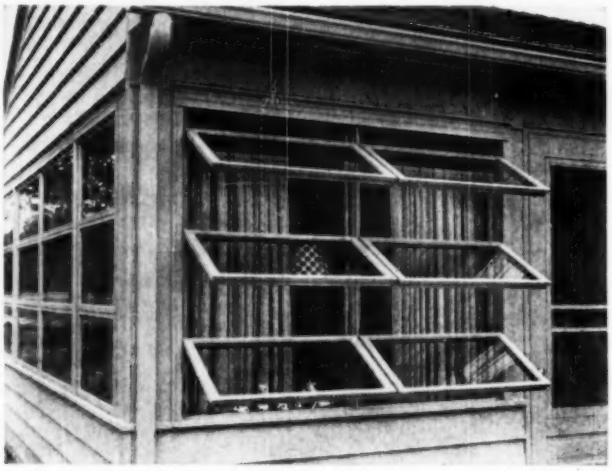
Plugmold 2000 provides a DOUBLE outlet every 30" in a continuous run — closer spacings available wherever needed. It's easily installed in any type of building— is surface mounted, which means no tearing out of floors or walls in existing buildings. Also available in 3-ft. & 6-ft. factory-wired sections.

Write today for the full story and free Plugmold 2000 book!

WIREMOLD
Makers of
PLUGMOLD – multi-outlet systems
WIREMOLD – electrical raceways
PANCAKE – overfloor raceways

THE WIREMOLD CO.
Hartford 10, Connecticut

two important NEW windows bid for popularity


R.O.W.'s new awning-type Sure-Lok has Neoprene weatherstripping

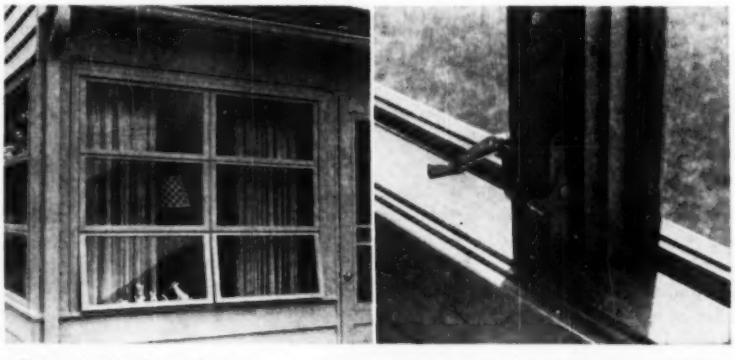
After sampling preference for window types among some thousand home builders, the R.O.W. Sales Company has added two new windows to its line.

The new Sure-Lok unit is R.O.W.'s version of the awning type, while the High-Lite unit applies R.O.W.'s famous removability feature to a gliding window designed especially for kitchens, bedrooms and bathrooms.

R.O.W.'s survey showed a decreasing popularity of casements and picture units with builders, and an increased demand for awning-type windows for breezeways, enclosed porches and living areas. Also needed to fulfill the requirements of individualized styling are suitable windows for high-in-the-wall installations in kitchens, bedrooms and bathrooms.

Features of the new Sure-Lok are: smooth and easy operation, positive locking (separate from operating mechanism), contemporary styling, Neoprene weatherstripping, night ventilation by means of opening the bottom sash only, nearly 100 per cent air circulation

(*Continued on page* 184)


Bottom sash only can be opened for night ventilation. Lock for the Sure-Lok is separate from the operating mechanism. Operating crank is at left

"It's open and shut with no work at all..."

R-W *electric* Garage Door Operators



These R-W Features
ARE IMPORTANT SALES MAKERS

- **Easy to install**—Completely assembled, with track, in a single carton at the factory.
- **Easy to service**—Simple adjustments requiring no special tools, keep the doors working smoothly.
- **Safe**—A large friction clutch prevents operational failures with resulting damage to property. In power failure doors may be operated manually.

And FOR UNBEATABLE CONVENIENCE, IT'S R-W 999 GARAGE DOOR HARDWARE

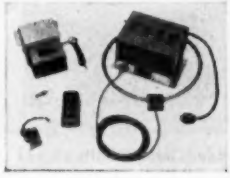


Here it is . . . *complete* overhead garage door hardware conveniently packed in one box. No. 999-1 for doors up to 9 ft. wide weighing not more than 200 lbs.; No. 999-2 for doors up to 16 ft. wide weighing not more than 375 lbs. Write for folder giving free details.

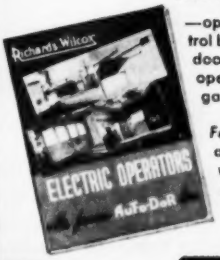
Check these two R-W controls, engineered for dependability and efficiency:



No. 1251 Standard Control —operates from driveway key switch.



No. 1504 Radio Control —operates from dash control button, opens and closes doors within 75 feet. Also operates doors from inside garage.



For complete information on R-W AuT-o-DoR line write for catalog number A-87.

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"

220 THIRD STREET, AURORA, ILLINOIS

1880 RICHARDS WILCOX R-W AURORA TRADE MARK 1953

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SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT • INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS • ELEVATOR DOOR OPERATING EQUIPMENT

LET RAYNOR HELP YOU INSTALL THE DOOR THAT FITS THE HOME



Lends itself warmly to modern architecture.



A long-standing favorite with home owners.



For customers who desire predominant horizontal lines.



Added beauty with carved design built in at the factory.



Carved panels available in two shapes to match the architecture of the home.

To assure lasting finger-tip control and complete weather tite seal, all Raynor doors are equipped with patented graduated seal. Write for details on Raynor complete line of Wood Sectional Overhead Doors.

Dealers Listed in Your Telephone Directory

Builders of a complete line of residential, commercial and Wood Sectional Overhead Doors.

RAYNOR MANUFACTURING CO.
HOME OFFICE AND PLANT: Dixon, Illinois

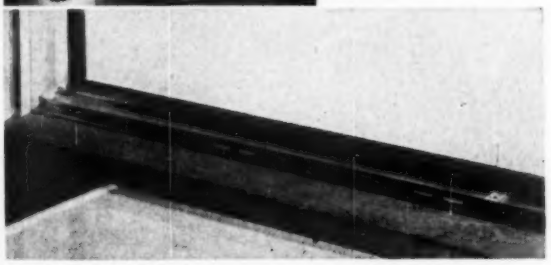
two NEW windows



R.O.W.'s new gliding-type window — the High-Lite — has been intensively field-tested for weatherproofness



The High-Lite's sill is of heavy extruded aluminum, in straight-track design to eliminate undue wear and air leakage



(*Continued from page* 182)

when all sash is swung out to 70 degrees, and freedom from rain damage to the room.

The new gliding unit, the High-Lite, has sills of heavy extruded aluminum, designed to eliminate undue wear and air leakage. Weather protection is also insured by springs located behind the head metals and which maintain a constant pressure seal; also, a specially designed weather-block effects complete closure at the meeting rails.

Easy operation of the High-Lite, in spite of its weather-tightness, has been achieved by reducing the contact or friction area at the sill to a minimum. While the spring pressure is adequate to insure proper closure in spite of seasonal swelling and shrinking, it does not result in enough sill stress to make operation difficult.

Sure-Lok and High-Lite units are available in quantity now through R.O.W. distributors everywhere. The new units come in a full line of sizes and may be used in combination with other window styles.



One of High-Lite's most endearing features—removability



IT PAYS TO USE THE LOWER GRADES OF WEST COAST LUMBER

In these competitive times every dollar saved in the construction of a home brings added sales and customer satisfaction. By using the grade of lumber that will meet the specific job requirements you can save up to 25% . . . and at the same time be sure of top quality construction. For example, FHA span tables list appropriate uses for West Coast grades No. 2 and No. 3, as well as for No. 1 and Select Structural.

Take advantage of these savings. Use the right grade of West Coast lumber . . . Douglas Fir, West Coast Hemlock, Western Red Cedar and Sitka Spruce.

Douglas Fir
West Coast Hemlock
Western Red Cedar
Sitka Spruce

WEST COAST LUMBER

For further information on West Coast lumber grades and beautiful "idea" booklets on modern homes, write West Coast Lumbermen's Association, Room 540, 1410 S.W. Morrison St., Portland 5, Ore.

See the West Coast Lumber exhibit at the NAHB Convention in Chicago, January 17-21. Booths No. 366 and 367, Sherman Hotel.

SELLS ON SIGHT!



CONTINENTAL STYLIST...

(patent pending)

the original All-Weather Decorator Door

Here is something new and delightfully decorative in a combination weather door! The Continental Stylist is a true decorator door that lends itself to an infinite variety of attractive color treatments, yet has durability and architectural appeal never before offered in a weather door. Styled to blend with any type architecture to give that "custom" look to any home, old or new, the Stylist consists of a three-insert door frame, three screen panels, and three storm panels. Panels are easily interchanged, require small storage space.





Added Decorative Possibilities with the Stylist are available by applying attractive wood grids to screen and sash inserts. Three grid styles—"Circle" (left), "Diamond" (center), and "Square" (right). Easily installed.

Ask your retail lumber dealer about the new Continental Stylist All-Weather Decorator Door or write The Wabash Screen Door Company, 310 S. Michigan Avenue, Chicago 4, Ill.

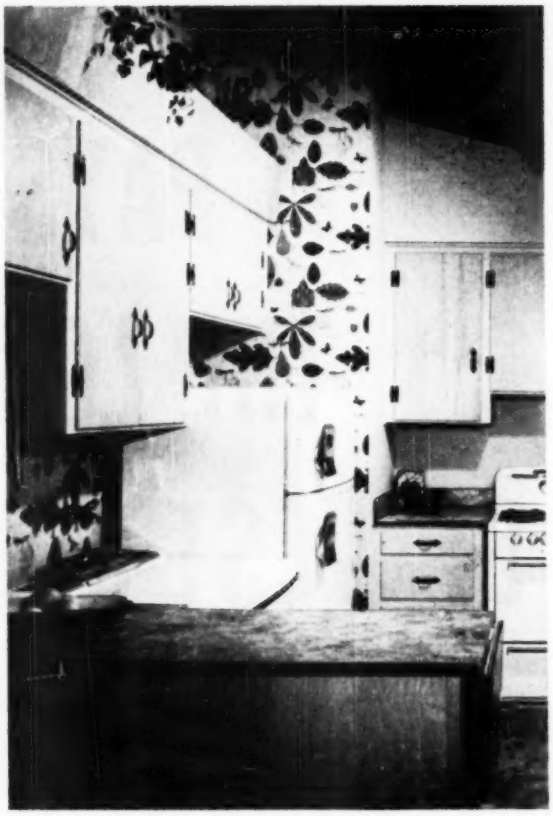
a Continental product

manufactured by

The Wabash Screen Door Company

Minneapolis • CHICAGO • Memphis

IDEA of the MONTH



here's a way to use a usually unused area

Here, the exposed ceiling beam of the roof opened the way for a new use of kitchen space that usually is considered to have very little practical value.

Where the high point of the kitchen wall occurs, the area above the normal seven-foot placement of cabinets is left open. This space, which is approximately 3 feet 6 inches high, is devoted in part to a planter. The planter is placed directly on top of cabinets for the full width of the wall and is built integral with the cabinet. The front face of planter is finished in the same material as the cabinets below and is splayed out to give the effect of a cornice. The inside of the planter is lined with metal. The effect of this planter is to give a decorative and informal note. The wall on the side and back of the cabinets and over the top of the planter is covered with a wallpaper with an ornate leaf design.

roofing resists 5,000-degree heat of thermite bomb



Thermite bomb just after detonation, generating 5,000 degrees of heat on roof deck

A roof covering that resisted penetration and igniting of a 5,000-degree thermite bomb was the subject of a test held under the observation of U.S. Navy engineering and FHA personnel. Aluminum Building Products, Inc., Jacksonville, Florida, constructed a 10-square-foot roof deck panel with a wood sheathing base. The roof had two plies of 15-pound asbestos roofing felt mopped in between the layers with Aluma-Bond (an incombustible vegetable gum base mastic) at the rate of one gallon per square, and mopping over the felt with Aluma-Bond in the amount of two gallons per square. One ply of .002-inch-thick aluminum foil was mopped over the felt. Marble chips



Cross section of wood deck, showing timbers only lightly charred from intense heat

were embedded into a top mopping of Aluma-Bond at the rate of two and one-half gallons per square.

In the incendiary bomb test, the magnesium did not spray outward,



After 12 minutes, bomb is nearly burned out, leaving lava-like residue over area

but burned with an intense heat. The molten bomb metal united with the marble chip surface and formed a shield which insulated the burning bomb from the atmosphere. This covering turned the entire 5,000-degree heat of the thermite bomb inward toward the roof deck.

Results of the bomb tests indicated only negligible surface charring of the wood roofing deck beneath the area.

NEVAMAR®
the pre-finished surfacing material

... for glamour kitchens that sell homes faster

Put a NEVAMAR kitchen in the home you build and see how quickly it clinches a sale. NEVAMAR surfaces tell an exciting story of beauty and carefree living. This super-smooth high-pressure laminate won't absorb stains . . . needs only a whisk of a damp cloth to keep it sparkling bright. It never needs painting or refinishing.

NEVAMAR is made in a wide variety of colors and patterns, including beautiful wood-grains, that keep their good looks through years of faithful service. Would you like to see samples?



NEVAMAR Laminates conform to NEMA specifications.



DISTRIBUTOR: THE NEVAMAR COMPANY, BALTIMORE-30, MARYLAND

The NATIONAL Plastic Products Company

Manufacturers of Nevamar High-Pressure Laminates • SARAN FILAMENTS • Wysene Molded Products

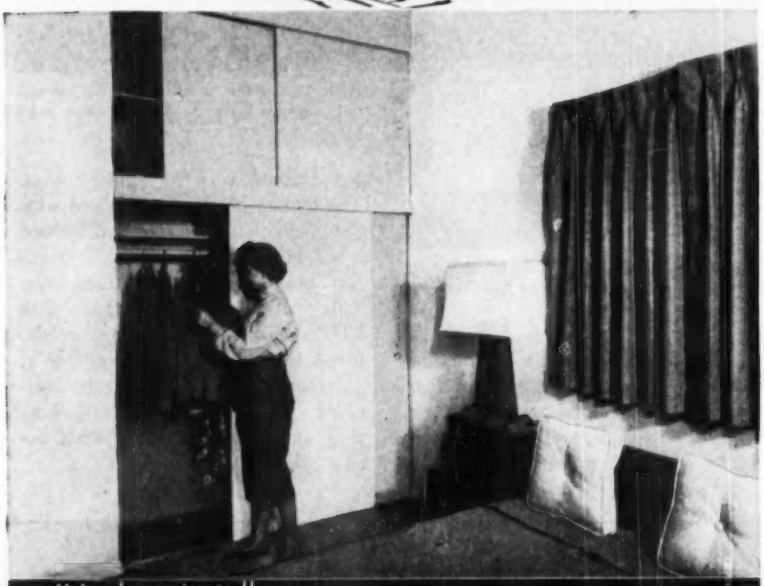
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There's a new concept in Detroit housing... it's the

Midwest Contemporary

BY EDWARD ROSE





"And we install

GLIDE-ALL *Sliding Doors*

in every one we build," says Sheldon Rose

"In our MIDWEST CONTEMPORARY homes, we incorporate only those modern features that are functional as well as beautiful," says Mr. Sheldon Rose, V. P. of the Edward Rose Bldg. Co. "Studio ceilings and GLIDE-ALL Sliding Doors are two cases in point. We find these modern, adaptable doors easiest to install. They save us time and construction costs and provide tenants with more usable and accessible closet space." *Isn't it time you, too, took advantage of the time and money saving features of GLIDE-ALL Sliding Doors?*

Features that make GLIDE-ALL Sliding Doors a better value

- choice of Overhead or Bottom Roller Types
- choice of 8' Floor-to-Ceiling or 6'8" Standard heights
- choice of Modern Flush or Recessed Panels
- panels may be painted, papered or waxed in natural finish

Write today for new low price schedule and specification bulletin.

Four Woodall plants coast-to-coast save you time & money

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GLIDE-ALL *Sliding Doors*

are a product of

WOODALL INDUSTRIES INC. DETROIT 34, MICHIGAN

new CONCRETE BLOCK for cavity walls



A new concrete building block suitable for cavity and reinforced wall construction has been designed by Brooklyn architect, Morris Lapidus. The new concrete unit eliminates the need for building the two wall systems necessary in usual cavity wall construction.

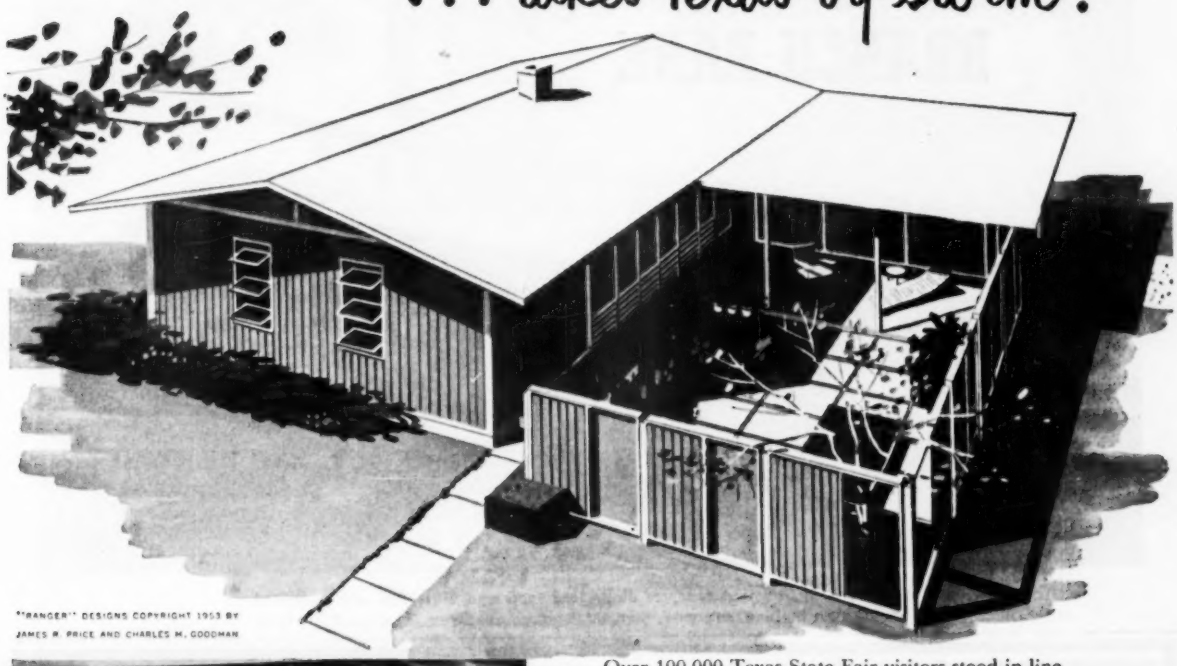
The block weighs about 35 pounds and the cost of production is said to be equal to that for an 8-inch standard block. The new block consists of two 7⅝x15⅝-inch slabs which are integrally joined by two webs. Each of the webs is about three inches high and is placed at the bottom of the block.

Each of the two slabs contain three ⅜-inch-wide core openings at the top which taper to a width of ¾ inch at the bottom. These core openings provide keys for the mortar and offer increased insulation value. The "U" factor of the new block is estimated to be the same as for a cavity wall comprising two 4-inch corded slabs tied together with metal ties.

The 2-inch spaces between the two slabs accommodate conduit and piping in both horizontal and vertical directions. Reinforcing can also be placed in both vertical and horizontal directions in the space between the slabs and grout poured in to make a reinforced concrete block wall. The block comes in 10- and 12-inch widths to accommodate more grout and heavier reinforcing for very tall buildings.

Normal construction of a cavity wall with the new block requires buttering of the slabs only, not the webs. The side of the block containing the webs is generally placed at the top when building the cavity wall. For placement of reinforcing, an easier filling with grout may be obtained by laying the blocks with the webs at the bottom. This permits continuous and uninterrupted filling.

Newest NATIONAL HOME ...takes Texas by storm!



"RANGER" DESIGNS COPYRIGHT 1953 BY JAMES R. PRICE AND CHARLES M. GOODMAN

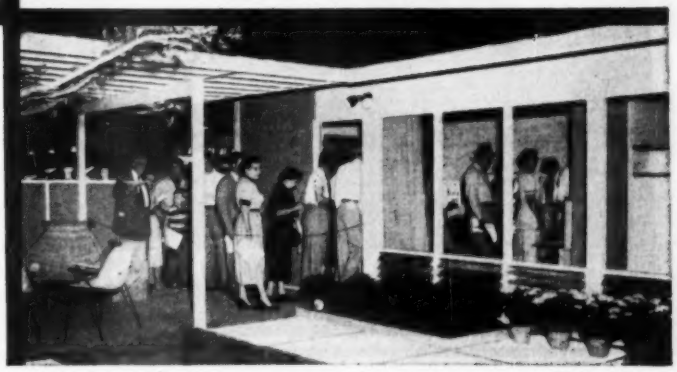


Over 100,000 Texas State Fair visitors stood in line for hours to view the premiere of the dramatic new "RANGER" by National Homes at Dallas, October 10-25. And their enthusiasm for this utterly different home was overwhelming! They saw a wonderful new design for abundant, relaxed indoor-outdoor living in any region . . . created by the world-famous architect Charles M. Goodman—and thousands were ready to buy, right now!

What Happened at DALLAS Can Happen in YOUR CITY!

Act now to offer National's spectacular new 1954 line of homes in your market . . . including complete air conditioning for any model at unbelievably low extra cost. Your area may be available. Write or wire today.

(LEFT) Opening of "Ranger" at Texas State Fair—
l. to r.—James R. Price, President, National Homes Corporation; Hon. Ben Ramsey, Lieutenant Governor of Texas, and Mrs. Ramsey; Architect Charles M. Goodman.
(BELOW) Part of the continuous crowds that waited to inspect the "Ranger" every day from 10 a.m. to 10 p.m.



BETTER HOMES BUILD A BETTER AMERICA

National HOMES®

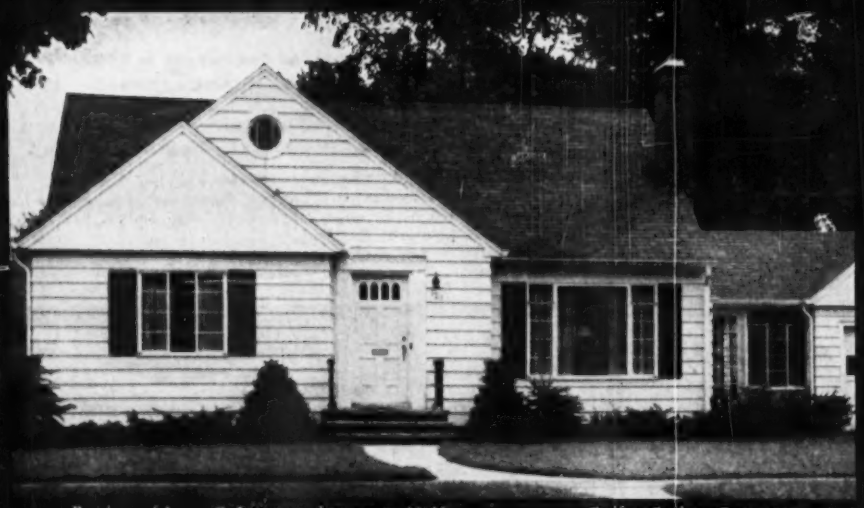
NATIONAL HOMES CORPORATION

LAFAYETTE, INDIANA • HORSEHEADS, N. Y.



Native stone, lightweight concrete slabs, redwood and aluminum are combined to produce an inviting entrance. Sign is 16-gauge aluminum, over nine feet high

The Name HOPE'S *Guarantees*



Residence of James G. Lippman, Jamestown, N. Y. *Godfrey Carlson, Contractor*

ONLY
$279.75

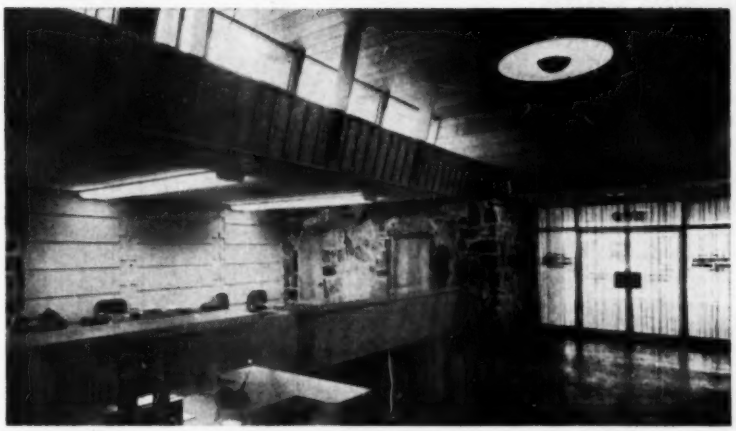
. . . for Hope's Steel Windows in this home, but they add much more to its value. House hunters acknowledge their longer life and saving in upkeep as well as their neater, more finished appearance. Such homes attract buyers immediately. Write for HOPE'S Bulletin No. 102L.

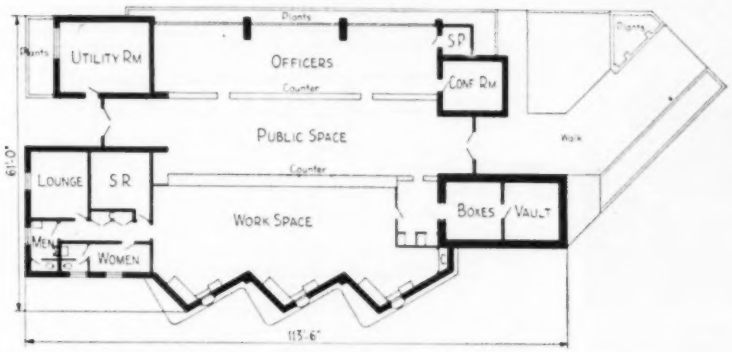
HOPE'S WINDOWS, INC., *Jamestown, N. Y.*

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

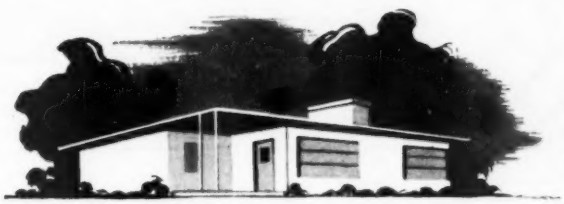
THIS small bank building in Phoenix, Arizona, is an attractive example of informal, almost "residential" architecture for a public building. Situated in an outlying district, the building harmonizes in scale with its neighborhood, and features native stone as a material, combining it with concrete and redwood. Foundation is poured concrete, frame is structural steel, walls

(*Continued on page* 192)





Ceiling over main public space is 1x10-inch V-joint shiplap redwood clear all heart. The lower ceilings are covered with Acoustone. Stone of outside wall is brought inside, forms conference-room walls



They will appreciate your suggestion of . . .

Trinity White

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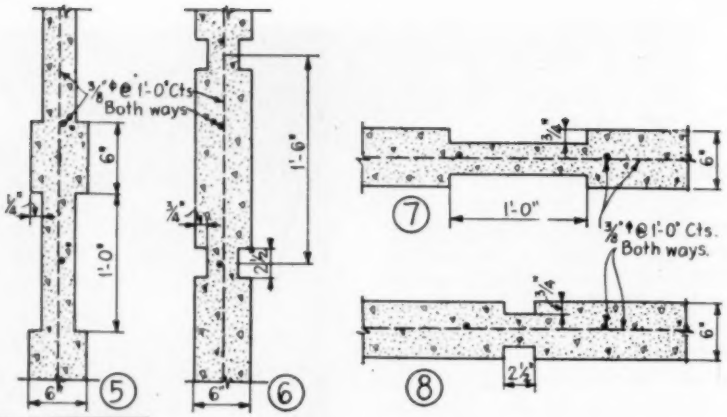
. . . plain or waterproofed

BRANCH BANK

(*Continued from page* 191)

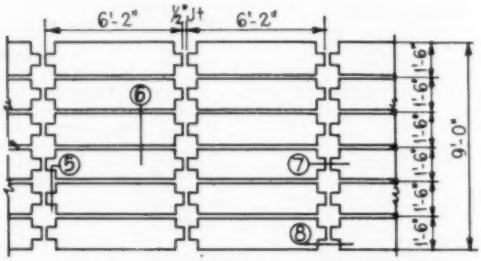
are of stone, redwood, concrete and plaster. The building was designed by Edward L. Varney-Associates.

Brand products used include: Weis toilets, Mosler drive-in windows, Truscon steel sash, Kawneer aluminum doors, Gotham light fixtures, Sloan valves, Petco hollow core doors, General Electric switches, Rixon hinges, Standard fixtures.



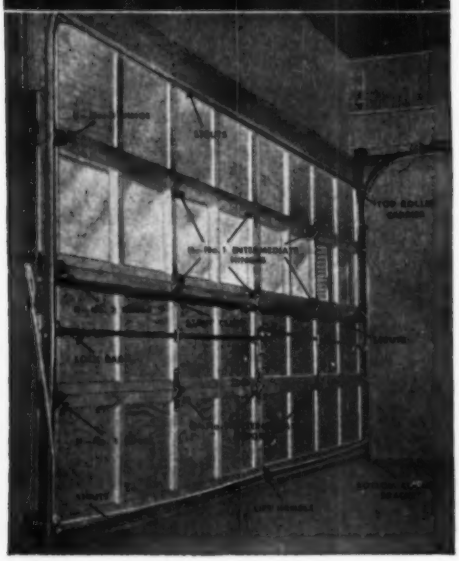


South elevation provides three drive-in windows (one not shown). Redwood fascia boards, 1x10-inch, with 1x2-inch redwood battens, are used as a design motif



Detail showing the lightweight concrete slabs used in wall construction

when better garage doors are built . . . they're *How-ell-dors!*



Every How-ell-dor—residential, commercial and industrial—is a study in classic styling and beauty of design.

Equally important are its ease of installation and operation, its quality workmanship and materials.

Now, all How-ell-dors* are equipped with the **NEW HOW-ELL-TITE TRACK,** featuring hardware that is precision-engineered for weather-tite fit and extra durability. Truly, "How-ell-dor Hardware is Designed for Hard Wear." Inside or out . . . the How-ell-dor is the modern garage door . . . at its best!

*excepting the low-cost El Dorado residential model.

Over 40 stock sizes for immediate delivery. Custom-built sizes and designs are a specialty.

There's a How-ell-dor Electric Operator for every type of sectional garage door.





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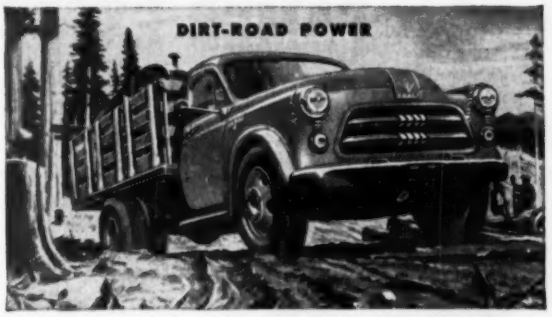
THE HOWELL MANUFACTURING CO.

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Philadelphia 11, Pa.

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New! Great V-8's and thrifty 6's including the most powerful V-8's of all leading trucks . . . with revolutionary hemispherical combustion chamber! Available in 1½-, 2-, 2½-ton . . . standard on 2¾-, 3, 3½-ton!

with new low work-saving design...



New Steering system means easier handling . . . keeps Dodge ahead of the field with sharpest turning of any comparable trucks. More slant to steering wheel post. New power steering available in 4-ton models!



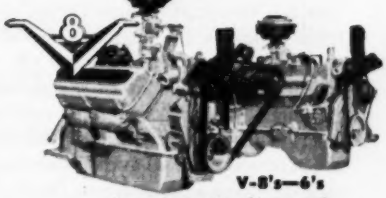
New! Full-vision luxury cabs with big one-piece windshield! More vision area than in any other leading make! New easy-chair seats! New cab sealing against dust, drafts! New two-tone interior styling!

help reduce your trucking costs!

New! Over 75 features! New, low, work-saving, time-saving design! New payload increases! New cab heating and ventilation! New styling from road to roof! New value leader models! New shorter conventional tractors, only 102 inches from front bumper to rear of the cab. New easy-shifting transmissions!

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V-8's—6's
2 great engine line-ups!

SEE YOUR FRIENDLY DODGE DEALER

NEW DODGE "Job-Rated" TRUCKS

Beginning Next Month

FAMED EXPERT WILL PREDICT YOUR



Irving P. Krick

Here's another in *American Builder*'s long list of exclusive services for its readers. Beginning in January, each issue of *American Builder* will carry a building weather forecast by regions. Now, for the first time, builders will have an accurate weather forecast by which to schedule their operations.

Dr. Irving P. Krick, world famous weather forecaster, will prepare building weather predictions exclusively for *American Builder* on a regional and area basis.

There will be an over-all regional prediction for each of the three regions—north, south and west. Then there will be pin-pointed predictions for two or more areas in each region.

Dr. Krick's predictions have proved to be phenomenal as criteria for planning operations in heavy construction and other industries. We believe this new *American Builder* service will save home builders countless days and dollars.

Read this brief account of Dr. Krick's achievements, then add this new feature to your list of *American Builder* reading "musts" each month. It will mean added profit to you.

DR. IRVING P. KRICK, meteorologist and world-famed weather forecaster, was recently elected president of the National Association of Industrial Meteorologists, which testifies to his standing among his associates.

Nearly 200 companies and industries now purchase the services of Dr. Krick and his associates. His organization is the world's largest in the private field of weather evaluation.

In 1933, Dr. Krick, then a student at the California Institute of Technology, was enabled by Dr. R. A. Millikan, Nobel prize winner and head of that institution, to go to Europe to bring back to the United States the world's most advanced weather forecasting methods.

At that time, Krick had already organized the forecast service of Western Air Express, the pioneer commercial American airline. He had improved the service from about 65 to 95 per cent efficiency by using new methods that centered around the study of the movements of huge masses of air over long distances, the "air mass analysis" technique originated in Norway.

From his European trip, Krick brought back further improvements based on the proven regularity with which such air masses move across North America.

Dr. Millikan named Krick to head the Cal-Tech department of meteorology. Krick and his co-workers quickly proved how well the new methods worked. They showed that study of past storms and the way they develop will almost invariably reveal how new storms, just coming up, will develop.

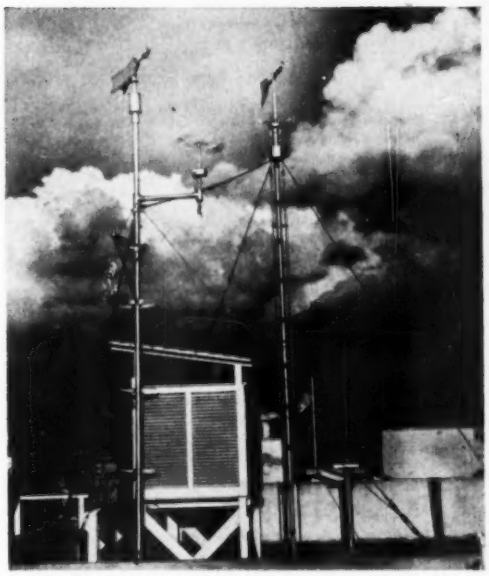
This opened up such vital vistas to all people and activities dependent on weather that the Army Air Forces later financed a complete classification of world weather types. This huge collection, indexed the way finger prints are indexed, enables forecasters to predict weather sequences by giving them a catalog for quick checking. Within a few minutes they can find weather patterns by the score which had the same beginning as the sequence they wish to predict, and from this data they can make accurate predictions of its development.

This is known as the "analog technique." Combined



Newton C. Stone (center), director of operations, and staff study charts showing pending weather. Data obtained from government teletypes are transferred to charts, revised each 24 hours

BUILDING WEATHER



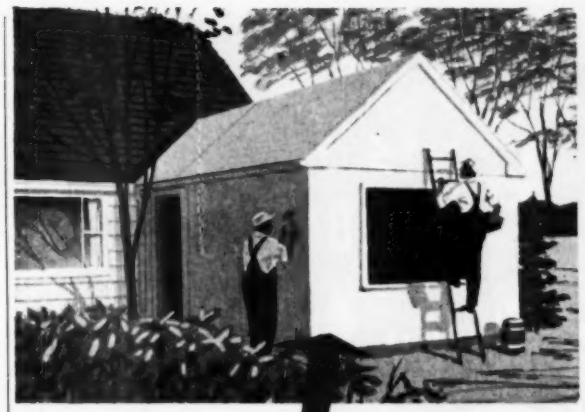
with other modern forecasting practices, it played a vital part in World War II. Skill and experience have made it more valuable than ever.

After World War II, Krick and his co-workers set up the independent and non-profit American Institute of Aerological Research. This, and its affiliated services, gives industry a new type of weather service. It not only forecasts weather, but tells its specific effect, and after all, that is what builders, businessmen and farmers want to know.

Each study or weather assessment is a complex undertaking in itself. The man who makes it must know much about the client's business. Krick's people carefully work out ahead of time the "criteria" of conditions that exactly fit a client's needs.

They know, for example, the standards which the weather must meet for outdoor construction. Cold will halt concrete work; rain, snow or sleet will make work on high beams dangerous. In like manner, they also know the weather conditions which will make for the greatest speed and economy in such jobs as excavating, bricklaying, outside carpentry, deliveries and a host of other operations. They can predict conditions under which material must be protected, or those under which it may be safely stored in the open.

Because of their expert training and careful consideration of the factors affecting particular clients, Dr. Krick and his associates are expertly equipped to give a weather prediction service which will insure any builder saving of time and money.



Weatherproof
Homasote
in Big Sheets up to 8' x 14'

The oldest and strongest insulating-building board on the market. *Permanently weatherproof and crackproof,* this material is used for both sheathing and finish *inside or out.* Imparts great structural strength, protects against damp and mildew. A perfect surface for paint, stain or wallpaper. Mail the coupon for specification data.

Striated HOMASOTE Panels for interior and exterior use

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HOMASOTE COMPANY, Trenton 3, N. J., Dept. 64D
Send detailed, illustrated literature on
☐ Weatherproof Homasote ☐ Striated Panels

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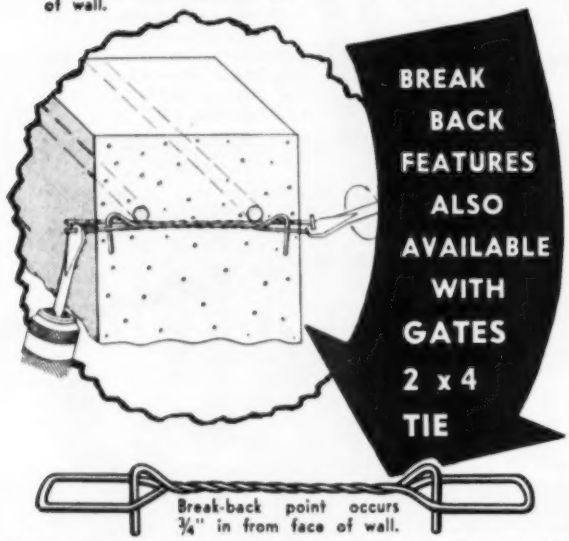
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1954 Dealer Association Conventions

Date	Association	City
JANUARY		
11-12-13	Kentucky Retail Lumber Dealers Assn.	Louisville
12-13-14	Northwestern Lumbermen's Assn.	Minneapolis
19-20-21	Ohio Retail Lumbermen's Assn.	Cleveland
25-26-27	Western Retail Lumbermen's Assn.	Spokane
25—28	Northeastern Retail Lumbermen's Assn.	New York
27-28-29	Southwestern Lumbermen's Assn.	Kansas City
FEBRUARY		
2-3-4	Michigan Retail Lumber Dealers Assn.	Grand Rapids
3-4	Lumber Dealers Assn. of Western Pa.	Pittsburgh
3-4-5	Middle Atlantic Lumbermen's Assn.	Atlantic City
9-10-11	Illinois Lumber and Material Dealers Assn.	Chicago
10-11-12	Mountain States Lumber Dealers Assn.	Denver
16-17-18	Wisconsin Retail Lumbermen's Assn.	Milwaukee
17-18-19	Virginia Building Material Assn.	Old Point Comfort
22-23	West Virginia Lumber and Builders Supply Dealers Assn.	Charleston
24-25-26	Nebraska Lumber Merchants Assn.	Omaha
MARCH		
2-3	North Dakota Retail Lumbermen's Assn.	Fargo
2-3-4	Indiana Lumber and Builders Supply Assn.	Indianapolis
4-5-6	Intermountain Lumber Dealers Assn.	Salt Lake City
10-11-12	Iowa Retail Lumbermen's Assn.	Des Moines
16-17-18	Carolina Lumber and Building Supply Assn.	Not known
17-18	Louisiana Building Material Dealers Assn.	New Orleans
17-18-19	Independent Retail Lumber Dealers Assn.	St. Paul
24-25	South Dakota Retail Lumbermen's Assn.	Sioux Falls
24-25-26	New Jersey Lumbermen's Assn.*	Atlantic City
25-26-27	Tennessee Building Material Assn.*	Memphis
APRIL		
5-6	Mississippi Retail Lumber Dealers Assn.	Biloxi
8-9-10	Florida Lumber and Millwork Assn.	Jacksonville
11-12-13	Lumbermen's Assn. of Texas	Fort Worth
20-21-22	Southern California Retail Lumbermen's Assn.	Los Angeles
22-23-24	Arizona Retail Lumber and Builders Supply Assn.	Chandler
23-24	Lumber Merchants Assn. of Northern California	Yosemite Nat'l Park
Week of 19 or 26	Montana Retail Lumbermen's Assn.	Not known

*No exhibits

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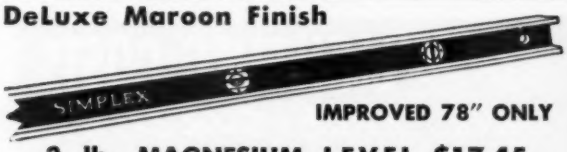
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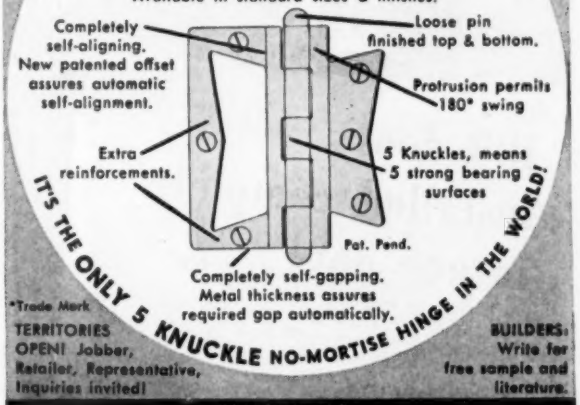
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Bamboofold is made of the finest imported, mildew and warp-proof, inner core bamboo; assembled by American methods with special American hardware. Available in Natural or 21 standard colors; in sizes up to 16' wide and 12' high. For Doors, Room Dividers, Walk-in Closets, Bamboofold is far less expensive than materials usually used for such purposes.



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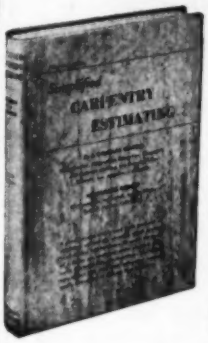
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The Department of Commerce estimates that expenditures for residential alterations and additions—not counting repairs and maintenance—came to $934 million in 1951 and $1.04 billion in 1952. We now have 43 million nonfarm family dwellings in the U.S., about 21 million of which are owner-occupied.

For the year 1948 (the last for which the figures were published) the Federal Reserve Board estimated that almost two-thirds of the nonfarm home owners did some alteration or repair work and that the average expenditure was about $500. The average modernization and repair loan insured by FHA on single-family houses in 1951 was $447.

A survey made in Bay City, Michigan, by Domestic Engineering indicates that a large segment of the typical United States community is very conscious of home remodeling needs and plans to do something about it. Interest is concentrated in modernizing kitchens, bathrooms and heating plants. More than one-third of the people who are planning major home remodeling projects are ready to pay cash.

The Bay City study brings out these pertinent facts about a cross section of the nation's homes:

In homes 31-40 years old

32.8%	have hand-fired systems
47.9	have gravity, warm-air
67.2	have never improved the plant
17.9	plan to remodel in two years
25.4	have more than $5,000 income

In homes 21-30 years old

19.6%	plan to remodel in two years
41.1	have more than $5,000 income
19.7	have no central heating
75	have had no improvements
32.1	are still hand-fired
41.1	are gravity, air-flow

In homes 11-20 years old

25.9%	plan to remodel in two years
28.4	have more than $5,000 income
32.1	have no automatic heat
8.6	have stove heat
35.8	have gravity, warm-air

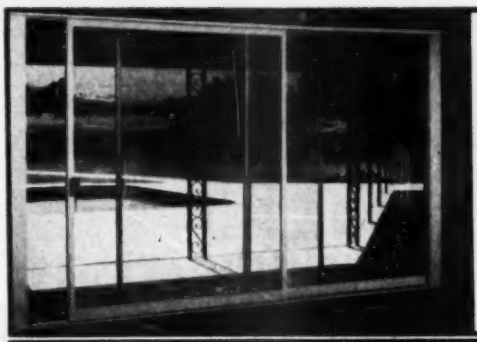
In homes 0-10 years old

15%	plan to remodel in two years
29.2	have more than $5,000 income
16.8	have no automatic heat

The survey concludes that at this point, the market for remodeling is soft in proportion to the amount of merchandising effort being spent to penetrate it.

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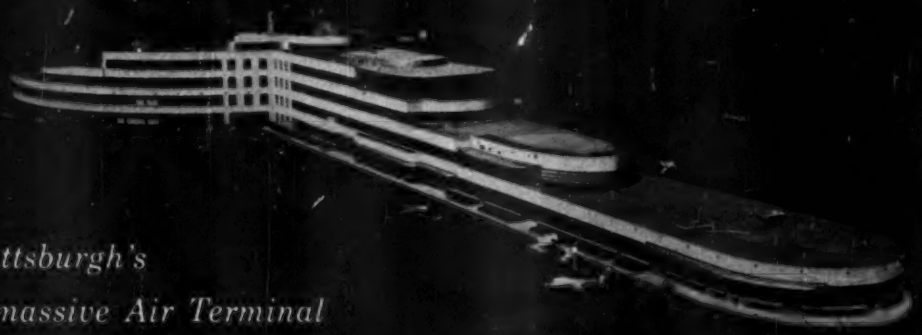
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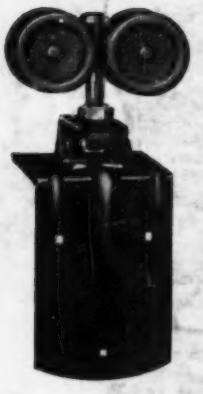
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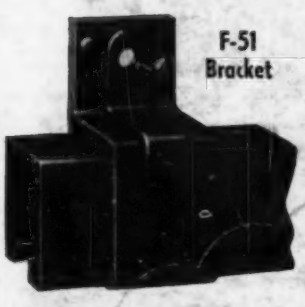
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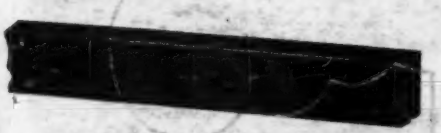
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